

# DALLAS

Volume 13, No. 7

JULY, 1934

Price, 15 Cents



PHOTO BY LLOYD M. LO

# Twenty-five years of remarkably sound progress

The Great Southern is proud of the record established during its business career. However, the record could never have been attained without the recognition and support of the people in the cities, and towns, in which the company operates. For the benefit of those whose support has contributed to this progress, and for those whose loyal interest in business which promotes the welfare of Texas, the following highlights of the Great Southern's career are reviewed.

Organized in 1909 and began business in November of the same year.

	1909	1934
Capital .....	\$304,830.00	\$ 3,000,000.00
Surplus .....	287,371.81	2,003,472.00
Policyholders' Reserve Fund.....	10,500.00	35,682,702.00
Surplus Protection for Policyholders.....	592,201.81	5,003,472.00
Approved Assets .....	602,701.88	41,512,384.00

During its 25 years the Company has paid deceased policyholders \$19,038,731.00. Paid living policyholders \$19,756,390.00. Office employees have increased from 12 to 298, and representatives from 25 to 1,208. Its territory extended from Texas to include nine additional states.

From this background the Great Southern looks forward to many score years of increasing strength and service in the field of Life Insurance.

## GREAT SOUTHERN LIFE INSURANCE COMPANY

E. P. GREENWOOD, Pres.

Legal Reserve \$35,682,701.70



HOUSTON, TEXAS

Capital and Surplus \$5,003,472.52

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H. W. Stanley - - - - Trade Extension  
Earl Y. Bateman - - - - "Dallas"  
Miss Geneva Carr - Road Information Bureau  
Mrs. Uneta Brown - - - Junior Chamber

# DALLAS

Published Monthly by the

## DALLAS CHAMBER OF COMMERCE

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of Dallas and the Great  
Southwest

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CLYDE V. WALLIS, Editor  
EARL Y. BATEMAN, Business Manager

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## THE COVER

Love Field Municipal Airport, one of the  
five finest in the Nation, where new activities  
again make Dallas the undisputed air center  
of the Southwest.

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*An electric refrigerator keeps food fresh and safe on hottest days. They're saving money for 15,000 Dallas housewives.*



*Fans make a breeze wherever you are, saving strength and boosting energy. They're your greatest summer aid.*



*Cooking is made easy when an electric mixer does the drudgery of preparation—all for one-half cent an hour.*



*Waffles are always done just right when cooked in a modern electric iron. No standing over a sweltering stove.*



*Food cooked electrically, not only tastes better, but also saves the cook. Some day you, too, will own an electric range.*



*Coffee made electrically always satisfies. And besides an electric coffee maker saves time and effort.*



*Toast made on the table is hot and crisp when an electric toaster browns it to a turn.*



*Better lighting brings better living—saves eyes and nerves. Modern lamps add beauty to the home.*



*You can depend upon the accuracy of an electric clock. It runs six days for a penny.*



*Ironing is a faster, easier task with a modern electric iron. No scorched shirts with an efficient iron in the home.*



# What Price Housewife? in your home

**A** HALF-CENT an hour seems mighty small pay for the wife that is running your home. But that's what she gets for the time that she spends beating batter or whipping up cream. You'll find this is true when you figure it costs only that to do the job electrically.

A half-cent an hour is all that you pay to operate an electric kitchen mixer. Ask your wife how many tasks this marvelous device will do. She can tell you of a dozen other appliances that will save time, labor and money in your home.

Electrical devices add to the efficiency of the home just as typewriters, adding machines and other labor savers speed up the work in your office. With the aid of modern methods you are producing more work in fewer hours—with time left over for needed recreation. And so can the wife with electrical tools to help her.

No code applies to a housewife's job, but her time surely is worth more than a half-cent an hour. Shown on this page are some of the electric helpers that will lighten homemakers' tasks. Look them over, then choose the ones that will add most to the pleasure and comfort of home.

## Dallas Power & Light Company





# Dallas Real Property Inventory

Better Conditions Found Here Than in Other Cities  
In Government Survey

That the building industry in Dallas has not suffered so badly as it has in other cities included in the Real Property Inventory is indicated in preliminary statistics made public by C. T. Murchison, director, Bureau of Foreign and Domestic Commerce.

This survey which included all residential units, with the exception of rooming houses, clubs, hotels and summer cottages, indicates that nine per cent, or 5,999 of the 66,813 structures in Dallas, were built within the past five years. This percentage is comparable with the average of six per cent built during the same period of time in other cities for which tabulations have been released. Almost eighty-five per cent of all the structures are single-family houses.

Questions asked by the door-to-door enumerators regarding the condition of the structures and their facilities were selected in collaboration with experts in the housing field, architects, representatives of the building and construction industry, building material manufacturers, plumbing and heating supply manufacturers, manufacturers of household appliances, and other experts in allied phases of the building industry.

The information in the opinion of experts of the type mentioned should be of great value to those interested in civic development and improvement as well as to those connected with building, maintenance, appliance manufacturing and distribution.

## Structural Information

Taking into consideration local standards of housing, thirty-seven per cent of the structures were found to be in good condition, while forty-five per cent were reported as in need of minor repairs. It

was reported that fifteen per cent required structural repairs, and 1,708, or three per cent, were considered by enumerators to be unfit for habitation.

Wood is the most used material of construction, frame houses accounting for more than eighty per cent of the buildings. Seventeen per cent of the dwellings are of brick. Only two per cent have basements, while seventy per cent have garages on the premises with a car capacity of 69,789. The automobiles reported for the residents canvassed numbered 50,665.

Sixty-five per cent of the dwelling units, or 55,050, are reported as rental units. Real Property Inventory figures show that thirty-four per cent of the rental units in Dallas are available for fifteen dollars or less per month, and forty-two per cent are rentable for from fifteen to thirty dollars. Less than two per cent of the rental units of Dallas are rented furnished. Sixty-one per cent have garages as concessions and three per cent are listed as having mechanical refrigeration included in the rent.

## Living Quarters and Facilities

Ninety-three per cent of the dwellings are reported as occupied, giving a vacancy ratio of seven per cent. On the basis of the number of persons per room, it appears from the reports that twenty-four per cent are "very spacious," twenty-five per cent "spacious," twenty-six per cent "adequate," and twenty per cent "crowded." Those units listed as "overcrowded" and "greatly overcrowded" constitute but five per cent of the total dwelling units.

In Dallas there are more families at the present time living with other families than there are vacant dwelling units in the city. Should these families seek

separate dwelling quarters, as it is possible they may when financial conditions improve, additional building will become necessary.

The dwelling units having four or five rooms seem in highest favor. Practically all heating in Dallas is supplied by stoves. Seventy-seven per cent of the homes use gas as a fuel for heating, and twenty-one per cent are reported as using wood. Eighty-five per cent of the dwelling units are listed as lighted with electricity and seventy-nine per cent use gas for cooking.

The number of dwelling units possessing adequate sanitary facilities is slightly above the average for other cities which have been studied. Sixty-four per cent of the homes have both hot and cold water. Mechanical refrigeration is used by sixteen per cent of the total number of dwelling units.



## State Fair Expects New Attendance Record

A new record in attendance at the forthcoming exposition of the State Fair of Texas is expected by officials, who are busily engaged in preparing for the fair. The dates are October 6 to 21, inclusive. Many new features will be added that will increase attendance, and these, plus improvement in conditions throughout the Southwest, are expected to roll up an attendance record exceeding anything in the past.

More than \$100,000 in purses will be offered for the fall race meet, to be held during the fair, and officials report that already many inquiries have been received from horsemen who will enter their horses. Work is being done daily on the track, to keep it in perfect condition for the fall meeting. Improvements and enlargements at the racing plant are also being planned.

Among the many features will also be a number of important football contests, including the annual game between Texas and Oklahoma on October 13 and the S. M. U.-Oklahoma A. and M. game on October 20.

Since the old midway has been largely taken up by the new race course, a new midway will be built, with a number of new attractions for this fall's exposition.

# BUSINESS:

Items of Local and Regional Interest, Showing  
Current Trends in Commerce, Industry and Finance

## Federal Reserve Summary

Crop prospects have declined but business has held steady with improvement in some factors, according to the monthly bulletin of the Dallas Federal Reserve Bank. The report covers May statistically, but with observations upon conditions through the middle part of June.

Bank debits at seventeen leading financial centers of the Dallas Federal Reserve district showed an increase of one per cent over debits of the preceding month and twenty-four per cent in excess of the debits of May, 1933. There was a seasonal decline in member bank deposits from a daily average of \$715,945,000 in April to \$708,920,000 in May, but deposits continued \$128,000,000 in excess of deposits of the same time of last year, which was equivalent to twenty-two per cent.

Loans of the Federal Reserve Bank to member banks increased 132 per cent from May 15 to June 15 but stood at only \$565,071 on the latter date. Loans of member banks continued to decline from May 9 to June 13, while investments increased slightly. Federal Reserve currency in actual circulation declined slightly from May 15 to June 15 but was well above circulation as of June 15, 1933.

## Few Commercial Failures

The month of May was notable for its record of few business failures, involving the smallest total indebtedness in any month in fourteen years.

Sales of department stores in large centers showed a gain in May of ten per cent over April and stood twenty-two per cent above May of last year. With an increase of 29.2 per cent Dallas led the cities in gain in May this year as against May last year, but fell behind Houston and tied with Fort Worth for second place in gain from April to May, this year.

All wholesale lines showed gains as compared both with April this year and May last year.

Building permits issued in the fourteen leading cities of the district during May amounted to \$2,055,395, as against \$1,068,342 in May, 1933, and \$1,006,538 in April, 1934. More than one half of the good record of May was due to increased building in Houston. There was no appreciable change in the general state of industrial activity.

\* \* \*

## Texas Business Review

The fact that industry and trade in this region is pressing forward is clearly reflected in the current statistics that

come to this Bureau. Month after month during the past year the statistics of Texas business made a highly favorable showing in comparison with other regions of the country. During May reports from eighty-eight retail stores covering all sections of the State showed an average increase in dollar sales of eleven per cent over April and twenty-two per cent over May, 1933. Sales for the year to date averaged thirty per cent above the corresponding period last year. New automobile registrations in May showed an increase of thirty-one per cent over April and fifty per cent above May, 1933. In past years there usually has been a decline in sales from April to May. During the first five months of the year sales were sixty-four per cent above the corresponding period last year. Commercial failures in May decreased twenty-one per cent from April and seventy-five per cent from a year ago. Building permits in thirty-seven Texas cities totaled \$2,857,803, a gain of 130 per cent over April and 115 per cent over May last year.

Reports from 2,167 Texas establishments showed a total of 102,245 workers during the second week of June, an increase of 0.4 per cent over May and 16.8 per cent over June, 1933. Total payroll of \$2,194,495 for the week ending June 16 was one per cent greater than in May and 20.2 per cent above June last year.

All indications at present point either to higher or to stable prices for the major raw materials of the State. Live-stock and livestock product prices appear definitely to be pointing upward; cotton prices moderately upward; and oil prices promise at least to remain stable. To the regular sources of agricultural income are to be added the various benefit payments to agriculture, increasing government expenditures under the PWA and FERA, and legislation for providing credit for small businesses whose assets are still frozen. There is also the prospect of renewed activity in building and the prospect of inflation through the recently enacted silver legislation.

All of the foregoing factors together with others that might be mentioned seem to point to higher levels of commodity prices which soon will be further reflected in Texas business.

\* \* \*

## Automobile Sales

Sales of new automobiles in Dallas totaled 1,212 units, only 212 units behind the record mark set in June, 1929. Sales by months for 1934: January, 518; February, 747; March, 1,084; April, 1,082; May, 1,015. Comparative figures for June, since 1927, follow: 1927, 783; 1928, 1,091; 1929, 1,428; 1930, 908; 1931, 843; 1932, 601; 1933, 879.

## Dallas Retail Sales

Department store sales in Dallas in May were 22.1 per cent ahead of May, 1933, and 9.3 per cent ahead of April, this year, according to reports to the Bureau of Business Research of the University of Texas. For the first five months of 1934 Dallas department store sales were 29.6 per cent ahead of the same period last year.

\* \* \*

## Texas Charters

One hundred twenty new corporations were chartered in Texas in May, 1934, compared with 151 in May, 1933. Total capitalization was \$1,259,020, compared with \$1,970,000 for the same month last year. Thirty-five foreign corporations were granted Texas permits in May, the same number as May, 1933.

\* \* \*

## Department Store Sales

Department store sales in Texas in May showed an increase of 11.3 per cent over April and 22.3 per cent over May, 1933. For the first five months of 1934 the increase for the State was 29.5 per cent over the same period last year.

\* \* \*

## Dallas Building

June building permits in Dallas totaled \$294,973, as follows: Dallas proper, \$187,723; Highland Park, \$33,500; University Park, \$73,750. Building permits for June, 1933, were \$247,244.

\* \* \*

## Dallas Employment

Employment in Dallas industries in June was 23.2 per cent greater than in June, 1933, according to the Bureau of Business Research of the University of Texas.

\* \* \*

## Petroleum Production

Texas produced 1,027,580 barrels of oil in May, 1934, compared with 1,383,200 for May, 1933. Permits for new wells in May this year totaled 1,473, compared with 512 for May, 1933.

\* \* \*

## Texas Employment

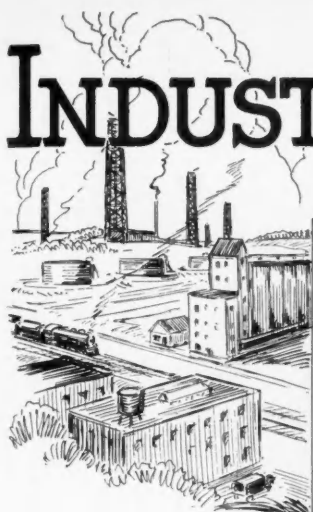
Employment in Texas industries in June was 16.8 per cent greater than in June, 1933. Payrolls were 20.2 per cent higher.

\* \* \*

## Bank Clearings

Dallas bank clearings for June totaled \$143,540,469, setting a new high mark for 1934. The figures exceeded June, 1933, by \$37,000,000.

# INDUSTRIAL DEVELOPMENT



## LEADING DALLAS INDUSTRIES

Plant of the Morten Milling Company, 916 Cadiz Street

## New Concerns

Eighty new businesses were established in Dallas during June, classified as follows: Manufacturing, seven; wholesale, eleven; retail, thirty; oil and oil field equipment, ten; miscellaneous, twenty-two. Nine of the total are branches of sectional or national concerns.

\* \* \*

### Manufacturing

Aetna Weatherstrip Manufacturing Company, 3012 Ross Ave.

Black Diamond, Inc., 106 South Murphy St. Medicinal preparations.

Golden Aircrafts Corporation, 2914 Hall St. Model airplane kits.

Goyne Manufacturing Co., 533 South Ervay St. Insecticides.

Industrial Chemical Company, 815 West Jefferson St. Chemicals.

Rose Ice Cream Company, 3217 Ross Ave. Ice cream.

Town Club Hat Company, 912 Commerce St. Millinery.

\* \* \*

### Wholesale

American Desert Tea Company, 321 North Ervay St. Beverages.

B. & E. Sales Corporation, 327 Wilson Bldg. Manufacturers' agents.

Curtis Produce Company, 2110 Canton St. Produce.

The Marley Company, 2104 Tower Petroleum Bldg. Cooling towers.

E. P. McKenna, Jr., Company, 705 Ross Ave. Brokers.

National Motor Bearings Co., Inc., 1905 Canton St. Bearings. Home office, San Francisco, Calif.

Schermerhorn Bros. Company, 2nd Unit, Santa Fe Building. Ropes and cordage. Home office, Chicago, Ill.

Southern Wholesalers, Inc., 605 Wholesale Merchants Bldg. Dry goods.

A. F. Sullivan Corporation, 1820-A Republic Bank Bldg. Beverages.

Max Udell Sons & Company, 624-A Santa Fe Building. Men's clothing. Sales office and stock room. Home office, New York, N. Y.

Y-B Lubrication Company, Inc., Eagle Ford Road. Oil.

\* \* \*

### Oil

Artesia Pipe Line Company, New Mexico; Texas permit, E. M. Closuit, Murchison Oil Company, Magnolia Bldg.

Bonds & Dillard Drilling Corporation, 1202 Magnolia Bldg. Drilling contractors.

Graham Production Company, Inc., Shreveport, La., Texas permit; W. Wilson Graham, Texas agent.

Hegralle Oil Company, chartered for \$10,000; J. B. H. Henderson, C. G. King, and others, incorporators.

Odell Henson Drilling Company, incorporated for \$5,000 with Odell Henson, J. B. White and Bailey B. Baxter, incorporators. Drilling contractors.

Justice Oil Company, Inc., Tulsa, Okla. Texas permit, with D. L. Edmiston, 4206 Avondale Ave., Texas agent.

Lester & Duffield, Inc., 1115 First National Bank Bldg. Oil producers.

Southern States Company, Inc., 1113 Tower Petroleum Bldg. General headquarters moved to Dallas from Shreveport. Specializes in tubing high pressure wells, manufacturing and servicing Otis removable bottom hole chokes and other products, including mixing and bottom hole valves.

T. W. M. Oil Producing Company, incorporated by A. W. Tarrant, Herbert Mallinson and Nathan F. Wertheimer. Oil producers.

Trans-Mississippi Oil Corporation, Oklahoma City; Texas permit with Guy E. Smith, Dallas, Texas agent.

\* \* \*

### Miscellaneous

Augsburg Publishing Co., 604 Thomas Bldg.

Thomas Beckett & Company, 1117 First National Bank Bldg. Investments.

A. T. Bishop, 901 Fidelity Bldg. Investments.

Clock Service Company, 301 Allen Bldg.

Eury Beer Coil Cleaning Co., 302 Fidelity Bldg.

J. J. Fitch, 510 Thomas Bldg. Contractor.

Indexograph Financial Service, Tower Petroleum Building. Home office, Chicago, Ill.

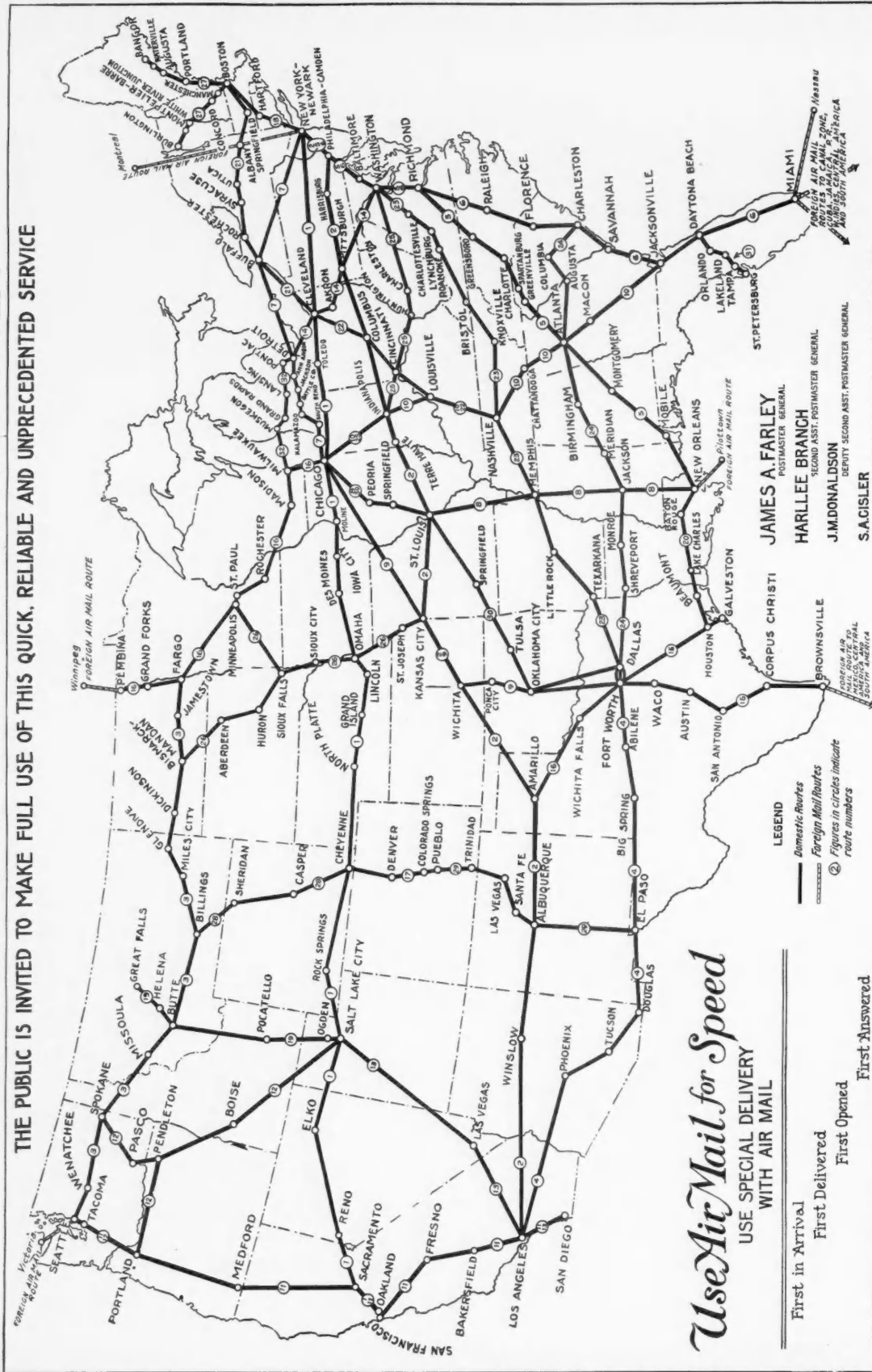
Nat M. Johnson, publisher, 1125 Athletic Club Bldg. Publisher, Southern Automotive Journal, Southern Hardware

(Continued on Page 11)



# POST OFFICE DEPARTMENT'S NEW AIR MAIL SYSTEM

THE PUBLIC IS INVITED TO MAKE FULL USE OF THIS QUICK, RELIABLE AND UNPRECEDENTED SERVICE



*Use Air Mail for Speed*  
USE SPECIAL DELIVERY  
WITH AIR MAIL

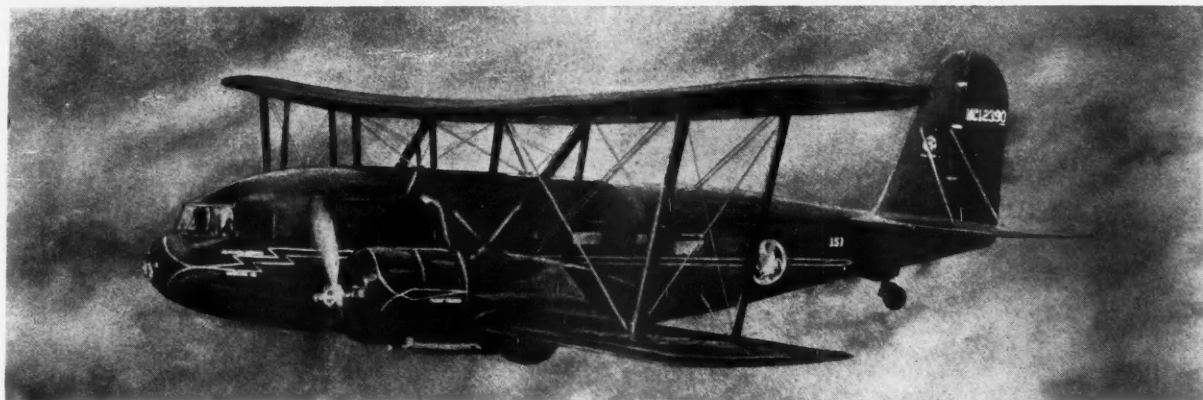
First in Arrival  
First Delivered  
First Opened  
First Answered

RATE- 6¢ PER OUNCE

JAMES A. FARLEY  
POSTMASTER GENERAL  
HARLEE BRANCH  
SECOND ASST. POSTMASTER GENERAL  
J.M. DONALDSON  
DEPUTY SECOND ASST. POSTMASTER GENERAL  
S.A. CIESLER  
GENERAL SUPERINTENDENT, AIR AND RAILWAY MAIL SERVICE  
C.P. GRADICK  
SUPERINTENDENT, AIR MAIL SERVICE

JULY 1, 1934





## Daily Air Mail Schedules From Dallas

For—	Leave Young St. Sta.	Arrive Desti- nation	Hours in Transit	For—	Leave Young St. Sta.	Arrive Desti- nation	Hours in Transit
Akron, Ohio.....	8:35 a.m.	1:25 a.m.	2 17	Minneapolis, Minn. ....	8:25 a.m.	6:50 a.m.	2 22
Akron, Ohio.....	11:15 a.m.	1:25 a.m.	2 14	Minneapolis, Minn. ....	11:15 a.m.	6:50 a.m.	2 19
Akron, Ohio.....	9:15 p.m.	4:35 p.m.	2 19	Minneapolis, Minn. ....	9:15 p.m.	12:00 p.m.	2 15
Atlanta Ga.....	11:15 a.m.	7:30 p.m.	1 8	Montreal, Que. ....	11:15 a.m.	2:35 p.m.	1 3
Baltimore, Md.....	11:15 a.m.	5:58 a.m.	2 19	Montreal, Que. ....	8:35 a.m.	11:50 a.m.	2 27
Baltimore, Md.....	9:15 p.m.	11:25 p.m.	2 26	Montreal, Que. ....	11:15 a.m.	11:50 a.m.	2 25
Birmingham, Ala.....	11:15 a.m.	6:00 p.m.	1 7	Montreal, Que. ....	9:15 p.m.	11:50 a.m.	3 39
Boston, Mass.....	8:35 a.m.	6:06 a.m.	2 22	Newark, N. J.....	8:35 a.m.	8:34 p.m.	1 12
Boston, Mass.....	11:15 a.m.	9:46 a.m.	2 23	Newark, N. J.....	11:15 a.m.	3:30 a.m.	2 16
Boston, Mass.....	9:15 p.m.	9:11 p.m.	2 24	Newark, N. J.....	9:15 p.m.	6:30 p.m.	2 21
Brownsville, Texas.....	5:50 a.m.	2:10 p.m.	1 8	New Orleans, La.....	8:35 a.m.	6:40 p.m.	1 10
Buffalo, N. Y.....	8:35 a.m.	3:17 a.m.	2 19	New York, N. Y.....	8:35 a.m.	10:35 p.m.	1 14
Buffalo, N. Y.....	11:15 a.m.	7:17 a.m.	2 20	New York, N. Y.....	11:15 a.m.	4:45 a.m.	2 17
Buffalo, N. Y.....	9:15 p.m.	5:22 p.m.	2 20	New York, N. Y.....	9:15 p.m.	9:00 p.m.	2 24
Chattanooga, Tenn.....	11:15 a.m.	1:20 a.m.	2 14	Oakland, Calif.....	5:50 a.m.	2:50 a.m.	2 21
Chicago, Ill.....	8:35 a.m.	6:40 p.m.	1 10	Oakland, Calif.....	9:15 p.m.	11:17 a.m.	2 14
Chicago, Ill.....	11:15 a.m.	8:45 p.m.	1 10	Omaha, Nebr.....	8:35 a.m.	9:50 a.m.	2 25
Chicago, Ill.....	9:15 p.m.	5:55 a.m.	2 9	Omaha, Nebr.....	11:15 a.m.	9:50 a.m.	2 23
Cincinnati, Ohio.....	8:35 a.m.	4:10 p.m.	1 8	Omaha, Nebr.....	9:15 p.m.	2:00 p.m.	2 17
Cincinnati, Ohio.....	11:15 a.m.	6:10 a.m.	2 18	Philadelphia, Pa.....	8:35 a.m.	8:03 p.m.	1 11
Cincinnati, Ohio.....	9:15 p.m.	12:33 p.m.	2 18	Philadelphia, Pa.....	11:15 a.m.	4:57 a.m.	2 18
Cleveland, Ohio.....	8:35 a.m.	7:06 p.m.	1 11	Philadelphia, Pa.....	9:15 p.m.	10:25 p.m.	2 25
Cleveland, Ohio.....	11:15 a.m.	12:40 a.m.	2 13	Phoenix, Ariz.....	9:15 p.m.	6:05 a.m.	2 9
Cleveland, Ohio.....	9:15 p.m.	3:40 p.m.	2 18	Pittsburgh, Pa.....	8:35 a.m.	12:45 a.m.	2 28
Columbus, Ohio.....	8:35 a.m.	6:09 p.m.	1 10	Pittsburgh, Pa.....	11:15 a.m.	8:35 a.m.	2 21
Columbus, Ohio.....	11:15 a.m.	7:15 a.m.	2 20	Pittsburgh, Pa.....	9:15 p.m.	5:21 p.m.	2 20
Columbus, Ohio.....	9:15 p.m.	2:51 p.m.	2 18	Portland, Ore.....	5:50 a.m.	7:05 a.m.	2 25
Dayton, Ohio.....	8:35 a.m.	10:50 p.m.	1 14	Portland, Ore.....	9:15 p.m.	7:05 a.m.	3 34
Dayton, Ohio.....	11:15 a.m.	2:28 a.m.	2 15	Providence, R. I.....	8:35 a.m.	3:10 a.m.	2 19
Dayton, Ohio.....	9:15 p.m.	8:53 p.m.	2 24	Providence, R. I.....	11:15 a.m.	11:40 a.m.	2 24
Denver, Colo.....	8:35 a.m.	4:50 a.m.	2 20	Providence, R. I.....	9:15 p.m.	3:10 a.m.	3 30
Denver, Colo.....	11:15 a.m.	4:50 a.m.	2 18	Richmond, Va.....	11:15 a.m.	1:22 a.m.	2 14
Des Moines, Iowa.....	8:35 a.m.	4:40 a.m.	2 20	Richmond, Va.....	9:15 p.m.	9:15 p.m.	2 24
Des Moines, Iowa.....	11:15 a.m.	4:40 a.m.	2 17	Rochester, N. Y.....	8:35 a.m.	4:43 a.m.	2 20
Des Moines, Iowa.....	9:15 p.m.	2:15 p.m.	2 17	Rochester, N. Y.....	11:15 a.m.	8:43 a.m.	2 21
Detroit, Mich.....	8:35 a.m.	3:50 a.m.	2 19	Rochester, N. Y.....	9:15 p.m.	6:15 p.m.	2 21
Detroit, Mich.....	11:15 a.m.	5:50 a.m.	2 18	St. Louis, Mo.....	8:35 a.m.	3:15 p.m.	1 7
Detroit, Mich.....	9:15 p.m.	12:24 p.m.	2 15	St. Louis, Mo.....	11:15 a.m.	6:06 p.m.	1 7
Greensboro, N. C.....	11:15 a.m.	12:19 a.m.	2 13	St. Louis, Mo.....	9:15 p.m.	10:40 a.m.	2 13
Greenville, S. C.....	11:15 a.m.	10:25 p.m.	1 11	St. Paul, Minn.....	8:35 a.m.	7:00 a.m.	2 22
Harrisburg, Pa.....	8:35 a.m.	2:22 a.m.	2 18	St. Paul, Minn.....	11:15 a.m.	7:00 a.m.	2 20
Harrisburg, Pa.....	11:15 a.m.	10:55 a.m.	2 24	St. Paul, Minn.....	9:15 p.m.	12:10 p.m.	2 15
Harrisburg, Pa.....	9:15 p.m.	2:34 a.m.	3 29	Salt Lake City, Utah.....	8:35 a.m.	12:15 p.m.	2 28
Hartford, Conn.....	8:35 a.m.	2:05 a.m.	2 17	Salt Lake City, Utah.....	11:15 a.m.	12:15 p.m.	2 13
Hartford, Conn.....	11:15 a.m.	9:30 a.m.	2 22	Salt Lake City, Utah.....	9:15 p.m.	2:20 a.m.	3 29
Hartford, Conn.....	9:15 p.m.	2:26 a.m.	3 29	San Francisco, Calif.....	5:50 a.m.	2:30 a.m.	2 21
Houston, Texas.....	5:50 a.m.	10:45 a.m.	1 5	San Francisco, Calif.....	9:15 p.m.	10:57 a.m.	2 14
Indianapolis, Ind.....	8:35 a.m.	11:55 p.m.	1 15	Seattle, Wash.....	5:50 a.m.	8:35 a.m.	2 27
Indianapolis, Ind.....	11:15 a.m.	4:14 a.m.	2 17	Seattle, Wash.....	9:15 p.m.	8:35 a.m.	3 34
Indianapolis, Ind.....	9:15 p.m.	11:28 a.m.	2 14	Shreveport, La.....	11:15 a.m.	1:30 p.m.	1 2
Jackson, Miss.....	11:15 a.m.	3:35 p.m.	1 4	Syracuse, N. Y.....	8:35 a.m.	4:32 a.m.	2 22
Jersey City, N. J.....	8:35 a.m.	12:30 a.m.	2 16	Syracuse, N. Y.....	11:15 a.m.	6:13 a.m.	2 19
Jersey City, N. J.....	11:15 a.m.	6:57 a.m.	2 19	Syracuse, N. Y.....	9:15 p.m.	7:06 p.m.	2 22
Jersey City, N. J.....	9:15 p.m.	12:30 a.m.	3 27	Toledo, Ohio.....	8:35 a.m.	8:57 p.m.	1 12
Kansas City, Mo.....	11:15 a.m.	9:05 p.m.	1 10	Toledo, Ohio.....	11:15 a.m.	11:00 p.m.	1 12
Kansas City, Mo.....	9:15 p.m.	2:35 a.m.	2 17	Toledo, Ohio.....	9:15 p.m.	2:00 p.m.	2 17
Kansas City, Mo.....	8:35 a.m.	11:11 a.m.	1 5	Toronto, Canada.....	8:35 a.m.	8:20 p.m.	2 36
Little Rock, Ark.....	5:50 a.m.	10:05 p.m.	1 16	Toronto, Canada.....	11:15 a.m.	8:20 p.m.	2 33
Los Angeles, Calif.....	9:15 p.m.	7:55 a.m.	2 11	Toronto, Canada.....	9:15 p.m.	10:20 p.m.	2 25
Louisville, Ky.....	8:35 a.m.	3:22 p.m.	1 7	Tucson, Ariz.....	9:15 p.m.	5:10 a.m.	2 8
Louisville, Ky.....	11:15 a.m.	11:45 p.m.	1 12	Vancouver, B. C.....	5:50 a.m.	10:15 p.m.	2 40
Memphis, Tenn.....	8:35 a.m.	12:21 p.m.	1 4	Vancouver, B. C.....	9:15 p.m.	10:15 p.m.	3 25
Meridian, Miss.....	11:15 a.m.	4:38 p.m.	1 5	Washington, D. C.....	11:15 a.m.	3:20 a.m.	2 16
Miami, Fla.....	11:15 a.m.	11:55 a.m.	2 25	Washington, D. C.....	9:15 p.m.	5:28 p.m.	2 20
Milwaukee, Wis.....	8:35 a.m.	10:45 p.m.	1 14	Washington, D. C.....	8:35 a.m.	6:47 p.m.	1 10
Milwaukee, Wis.....	11:15 a.m.	11:30 p.m.	1 12				
Milwaukee, Wis.....	9:15 p.m.	8:55 a.m.	2 12				

1—Same Day.  
2—Next Day.  
3—Third Day.

SENATOR PURL LED THE  
FIGHT AGAINST A SALES  
TAX AND AN INCOME  
TAX.



SENATOR PURL IS OP-  
POSED TO ANY NEW  
FORMS OF TAXATION.

SENATOR GEORGE C. PURL

The business men of Dallas who have had dealings with authorities in Washington during these eventful days know how much it means for Texas to have capable, experienced Congressmen, with years of seniority in Washington.

Equally so it is fortunate indeed that Dallas County, which pays one-twelfth of all the taxes in this State, has a man with twelve years experience in the State Senate and whose seniority makes him a member and chairman of many important committees in the State Senate.

During the twelve years Senator Purl has served in Austin he has opposed every measure that would saddle a tax on a limited few. He led the fight against the proposed income tax and the sales tax, and cooperated in every way to the end that no debts can be placed on our City or County without a direct vote of the people.

Senator Purl has cast more than 10,000 votes on almost as many subjects and it is not to be expected that each one of those votes pleased everybody. His general average, however, ranks high.

He has the respect and confidence of his fellow members, so much so that he was unanimously elected President pro tem of the Senate and was the choice of all factions to preside over that body in the absence of the Lieutenant Governor.

The business men of Dallas will not let his vote on a few isolated and highly controversial matters, that the people themselves were at variance, cause them to oppose Senator Purl at the polls.

His work in bringing about the Dallas County audit, which revealed waste and extravagance, meets with universal approval.

Senator Purl is working in complete harmony with the State Highway Department to further the master plan for better roads for Dallas County.

**RE-ELECT**  
**SENATOR GEORGE C. PURL**  
*Second Term*  
**STATE SENATOR, DALLAS COUNTY**

This advertisement paid for by friends of Senator Purl.  
(NOTE: PLEASE CLIP THIS ADVERTISEMENT AND PASTE IT ON YOUR BULLETIN BOARD.)

## Wholesale Survey in New Mexico

The same trend as shown in previous releases for other states concerning the improvement in wholesale trade employment during 1933 is revealed by the preliminary figures for New Mexico tabulated in connection with the Census of American Business and released by William L. Austin, director, Bureau of the Census, Department of Commerce.

Based on the average number of full-time employees engaged in the wholesale trade of the State, December, 1933, showed an improvement over the beginning of the year by thirteen per cent, and October and November registered a similar improvement over January and March. The peak in part-time employment was reached in November, 1933, which was 110 per cent higher than in January of that year. The fluctuations in part-time employment are not very significant, however, since the total number of persons so employed in the wholesale trade of New Mexico is rather small.

When both full-time and part-time employment are considered, it becomes clear that the improvement during the year 1933 was substantial and more than seasonal, Director Austin said. According to the 1929 Census of Distribution, the seasonal variation in such employment for New Mexico is about nine per cent for both full-time and part-time employment combined, the peak being reached about October. If it is assumed that 1929 was fairly typical in this respect, it would appear that the last few months of 1933 showed more than seasonal betterment, and it is significant that the peak in full-time employment reached in October was maintained to the end of the year.

The data for New Mexico show the existence of 390 wholesale establishments in the State with net sales, in 1933, of \$25,237,000. These businesses employed 1,197 men and women on a full-time basis and 143 as part-timers. The total payroll distributed by the wholesale establishments of New Mexico during the year amounted to \$1,756,000, of which \$60,000 was paid to part-time employees.

When the figures on wholesale distribution for the State of New Mexico are compared with similar data for 1929—the pre-depression year covered by the first Census of Distribution—some interesting facts come to light, as shown below:

	1933	1929	Per cent change
Number of establishments .....	390	317	+23.0
Net sales .....	\$25,237,000	\$53,547,000	-52.9
Number of employees (full-time and part time) .....	1,340	1,355	-1.1
Salaries and wages .....	1,756,000	2,331,000	-24.7

Commercial failures in Texas in May totaled fifteen, compared with sixty-one in May, 1933. Liabilities were \$142,000, compared with \$1,108,000 the same month a year ago.

## New Concerns

(Continued from Page 7)

Magazine, Electrical South. Home office, Atlanta, Ga.

Liberty Construction Company, 623 Mercantile Bldg. Contractors.

Millinery Stores, Inc., 1702 Elm St. Retail. Home office, Chicago, Ill.

J. Thomas Owens Company, 1412 Republic Bank Bldg. Investment securities.

Provident Life & Accident Insurance Co., Allen Bldg. Home office, Chattanooga, Tenn.

Rawlings Finance Company, 601 Gulf States Bldg. Loans.

Republic Underwriters Insurance, 300

Insurance Bldg. Home office, Waco, Texas.

Sabin-Kern & Company, Inc., 302 Reilly Bldg. Cotton.

Lee Skaggs & Company, 503 Cotton Exchange Bldg. Cotton.

United States Government, Division of Investigations, Public Works Administration, 408 Federal Bldg. Moved from Fort Worth.

Wormser Hat Company, 1504 Main St. Retail. Home office, New York, N. Y.

American made automobiles accounted for forty-three per cent of all cars and trucks registered in Spain and the Balearic Islands in the first quarter of this year, compared with 41.2 per cent in the similar period last year.

# Sale!

## Wide Variety of Quality Vacation Luggage . . . .

Everything for the traveler and at the season's greatest savings. Do not fail to take advantage of the wonderful values during Padgitt's big July Luggage Sale.



Pargitt's "Luggage of Identified Quality" not only suggests smartness and good taste, but assures you of every convenience for satisfactory travel.

# Padgitt Bros. Co.

1020 Commerce

Phone 2-3477

# HERE'S ONE REASON why long distance calls are *fast*



Within its own boundaries, this company, like each of the 24 Bell System associated companies, operates its own long distance system. But A. T. & T. trunk lines (shown on map) link these 24 separate systems into a nation-wide unit, over which skilled operators can send your voice almost with the speed of a local call to the remote reaches of the country.

Such nation-wide service would be virtually impossible without equipment built to the same designs and used in the same way . . . without operators trained in the same methods . . . without, in short, a nation-wide organization behind it.

How effectively A. T. & T. meets this need is shown by the fact that today 9 out of 10 long distance calls go through while you hold the line; by the constant pushing back of the frontiers of the voice until 92 per cent of the world's telephones are now within your reach; by four reductions in long distance rates, made voluntarily in recent years.

Here you may see the workings of a fundamental Bell System policy, adopted because we believe it to be a policy that works. In an organization planned like the telephone service for the long pull, we feel that what is best for the telephone user becomes in the end the course that will bring us the sounder, more certain success.

**SOUTHWESTERN BELL  
TELEPHONE COMPANY**

# Official Routes of the Five Air Mail Lines Now Serving Dallas

Below are published the official schedules of the five air mail lines now serving Dallas. Elsewhere in this issue will be found a new air mail map showing the various lines now in operation throughout the country. There will also be found in this issue daily air schedules from Dallas to the principal cities of the country, showing time of departure from Dallas and time of arrival at these cities. It is suggested that these pages be preserved for ready references in posting air mail.

## Route A. M. 9, Chicago, Ill., to Dallas, Texas, 955 miles Contractor, Braniff Airways, Inc.

Trip 1a	Central Time	Trip 2a
10:15 p.m. Lv. Chicago, Ill.	Ar. 5:45 a.m.	Ar. 5:45 a.m.
1:30 a.m. Ar. Kansas City, Mo.	Lv. 2:45 a.m.	Lv. 2:45 a.m.
1:55 a.m. Lv. Kansas City, Mo.	Ar. 2:20 a.m.	Ar. 2:20 a.m.
3:20 a.m. Ar. Wichita, Kans.	Lv. 1:05 a.m.	Lv. 1:05 a.m.
3:30 a.m. Lv. Wichita, Kans.	Ar. 12:55 a.m.	Ar. 12:55 a.m.
4:10 a.m. Ar. Ponca City, Okla.	Lv. 12:20 a.m.	Lv. 12:20 a.m.
4:15 a.m. Lv. Ponca City, Okla.	Ar. 12:15 a.m.	Ar. 12:15 a.m.
5:00 a.m. Ar. Oklahoma City, Okla.	Lv. 11:35 p.m.	Lv. 11:35 p.m.
5:15 a.m. Lv. Oklahoma City, Okla.	Ar. 11:20 p.m.	Ar. 11:20 p.m.
6:45 a.m. Ar. Fort Worth, Texas.	Lv. 10:00 p.m.	Lv. 10:00 p.m.
6:55 a.m. Lv. Fort Worth, Texas.	Ar. 9:50 p.m.	Ar. 9:50 p.m.
7:15 a.m. Ar. Dallas, Texas	Lv. 9:30 p.m.	Lv. 9:30 p.m.

a Daily.

## A. M. 15, Amarillo, Texas, to Brownsville, Texas

Amarillo to Fort Worth, 304 miles; Fort Worth to Brownsville, 522 miles; Fort Worth to Galveston, 288 miles. Contractor, Long & Harmon, Inc., Dallas.

Trip 5a	Trip 3a	Trip 1a	July 1, 1934 Central Time	Trip 2a	Trip 4a	Trip 6a
4:00 p.m.			Lv. Amarillo, Tex.	Ar.		11:40 a.m.
6:00 p.m.			Ar. Wichita Falls, Tex.	Lv.		9:40 a.m.
6:15 p.m.			Lv. Wichita Falls, Tex.	Ar.		9:25 a.m.
7:15 p.m.			Lv. Fort Worth, Tex.	Lv.		8:25 a.m.
	8:20 a.m.	8:15 a.m.	Lv. Fort Worth, Tex.	Ar. 8:45 p.m.	8:40 p.m.	
		10:20 a.m.	Ar. Waco, Tex.	Lv. 7:50 p.m.		
			Ar. Austin, Tex.	Ar. 6:50 p.m.		
	10:45 a.m.		Lv. Houston, Tex.	Lv.	6:15 p.m.	
	10:55 a.m.		Lv. Houston, Tex.	Ar.	6:00 p.m.	
	11:20 a.m.		Ar. Galveston, Tex.	Lv.	5:35 p.m.	
		11:10 a.m.	Ar. San Antonio, Tex.	Lv. 5:55 p.m.		
		11:25 a.m.	Lv. San Antonio, Tex.	Ar. 5:40 p.m.		
		12:50 p.m.	Ar. San Antonio, Tex.	Ar. 4:25 p.m.		
		2:10 p.m.	Ar. Corpus Christi, Tex.	Lv. 3:05 p.m.		
			Ar. Brownsville, Tex.	Lv.		

Mail dispatched to Fort Worth via train at 5:50 A. M.

## A. M. 4 and 23, New York and Washington to Los Angeles, 2,789 miles

A. M. 4, Fort Worth, Texas, to Los Angeles, Calif., 1,329 miles; A. M. 23, New York, N. Y., to Fort Worth, Texas, 1,460 miles. Contractor, American Airlines, Inc.

Trip 1a	Effective July 1, 1934 Eastern Time	Trip 2a
11:20 a.m. Lv. New York, N. Y. (Newark Airport)	Ar. 8:34 p.m.	
12:55 p.m. Ar. Philadelphia, Pa. (Camden Airport)		8:03 p.m.
12:45 p.m. Ar. Baltimore, Md.		
1:05 p.m. Lv. Washington, D. C.	Lv. 7:07 p.m.	
	Ar. 6:47 p.m.	
	Lv. Washington, D. C.	
	Ar. Charlottesville, Va. <sup>2</sup>	
	Lv. Lynchburg, Va. <sup>2</sup>	
	Ar. Roanoke, Va. <sup>2</sup>	
	Lv. Bristol, Va. <sup>2</sup>	Lv.
	Ar. Bristol, Va. <sup>2</sup>	Ar.
2:56 p.m. Lv. Knoxville, Tenn.		
3:51 p.m. Ar. Nashville, Tenn.	Lv. 2:25 p.m.	
4:28 p.m. Lv. Nashville, Tenn.	Ar. 1:56 p.m.	
6:02 p.m. Ar. Memphis, Tenn.	Lv. 12:30 p.m.	
6:07 p.m. Lv. Memphis, Tenn.	Ar. 12:21 p.m.	
7:10 p.m. Ar. Little Rock, Ark.	Lv. 11:23 a.m.	
7:22 p.m. Lv. Little Rock, Ark.	Ar. 11:11 a.m.	
	Lv. Texarkana, Ark. <sup>1</sup>	
9:45 p.m. Ar. Dallas, Tex.		9:05 a.m.
10:05 p.m. Lv. Fort Worth, Tex.	Lv. 8:40 a.m.	
10:55 p.m. Ar. Fort Worth, Tex.	Ar. 7:40 a.m.	
12:05 a.m. Lv. Abilene, Tex.	Lv. 6:45 a.m.	
1:00 a.m. Ar. Big Spring, Tex.	Ar. 5:56 a.m.	
	Lv. Big Spring, Tex.	
12:15 a.m. Ar. El Paso, Tex.	Lv. 4:41 a.m.	
2:25 a.m. Lv. El Paso, Tex.	Ar. 2:44 a.m.	
2:40 a.m. Ar. Douglas, Ariz.	Lv. 2:29 a.m.	
4:15 a.m. Lv. Douglas, Ariz.	Ar. 1:07 a.m.	
5:10 a.m. Ar. Tucson, Ariz.	Lv. 12:15 a.m.	
6:05 a.m. Lv. Phoenix, Ariz.	Ar. 11:20 p.m.	
	Lv. Phoenix, Ariz.	
5:20 a.m. Ar. Phoenix, Ariz.	Ar. 10:05 p.m.	
7:55 a.m. Lv. Los Angeles, Calif.	Lv. 7:30 p.m.	

<sup>1</sup> A stop at Baltimore will be authorized when the needs of the service require.

<sup>2</sup> Stop deferred pending airport being placed in satisfactory condition.

a Daily.

(Continued on Page 19)



## Editors Promise Industries Support

The sympathetic assistance and encouragement of Texas newspapers to Texas industries were pledged in formal resolutions unanimously adopted by the Texas Press Association's fifty-fifth annual convention in Dallas recently. Recognition of the fact that industrial development of Texas is of prime concern to every Texan also was given in the following resolution presented by the resolutions committee:

"Whereas, a prime requisite to the future growth and development of Texas is the providing of employment for more people; and

"Whereas, we confidently believe the development of Texas industries offers the greatest possibilities for such additional employment; therefore, be it

"Resolved by the Texas Press Association, That we give our sympathetic assistance to Texas industries and our encouragement to the purchase of Texas-made products where price, quality and service are equal to those offered from elsewhere; be it

"Resolved further, That we realize that industrial progress is a matter of concern to every Texan, since it means not only employment for more people, but the creation of a balanced economic set-up in which agriculture, livestock, mineral production and industrial production each will contribute its part to the permanent prosperity of our great commonwealth; be it

"Resolved finally, That we endorse the campaign of Progressive Texans, Inc., to increase the sale and use of Texas products and services in the belief that it is of great value to the proper and balanced development of our State."

The convention was one of the largest in attendance in the history of the Texas Press Association.

### Texas' Industrial Growth Greater Than Nation's

Texas still has far to go to come up to the industrial status of the better developed industrial states, but that it has made substantial progress is indicated in a comparison of Texas with national manufacturing figures.

In the 1919-29 decade the United States showed a decrease of approximately two per cent in industrial wage earners; in the same period industrial wage earners in Texas increased twenty per cent. The nation as a whole showed an increase in manufactured products of twelve per cent, while Texas, in the decade, showed an increase of thirty-two per cent.

In the thirty years from 1900 to 1930 (census figures of the preceding year in each case) the value of Texas manufactured products climbed from \$93,000,000 to \$1,450,000,000, of which petroleum processing contributed approximately one third.

phone . . .

**Morgan Warehouse**

7-3723

2-8256

**KINGSBURY PALE**

—In Bottles—

**We Deliver**

A 5½ Years Proven Record

A New Pledge of Increased, Honest and Efficient Service To the People If Re-elected Your County Treasurer

**MRS. AMANDA RANKIN**

COUNTY TREASURER

Subject to Democratic Primary, July 28, 1934



Report of the Condition of the

## DALLAS BANK & TRUST CO.

(Established 1903)

DALLAS, TEXAS

At the Close of Business, June 30, 1934

### RESOURCES

Loans and Discounts .....	\$ 3,685,815.77
Stock in Federal Reserve Bank .....	45,000.00
Payment to Temporary Federal Deposit Insurance Fund .....	10,361.72
Bonds and Stocks .....	831,087.06
Bank Building (Main Street, through to Commerce street) .....	1,525,000.00
Other Real Estate .....	54,988.75
Furniture, Fixtures, Equipment and Vaults .....	76,250.00
U. S. Government Bonds and Certificates .....	\$5,236,016.70
Municipal Bonds .....	606,886.28
Cash on Hand and on Deposit with Banks .....	6,704,962.09— 12,547,865.07
<b>Total Resources .....</b>	<b>\$18,776,368.37</b>

### LIABILITIES

Capital Stock .....	\$ 1,000,000.00
Surplus .....	500,000.00
Undivided Profits .....	248,119.55

### RESERVES:

For Taxes, Interest and Contingencies .....	79,642.76
For 2% Quarterly Dividend No. 135—Payable July 1, 1934 .....	20,000.00

### DEPOSITS—

Individual .....	\$8,931,279.09
Banks and Bankers .....	3,712,850.32
U. S. Government .....	4,284,476.65
<b>Total Deposits .....</b>	<b>16,928,606.06</b>

**Total Liabilities .....** \$18,776,368.37

Deposits insured under terms of the banking acts of 1933-34

Member Federal Reserve System



# The Trinity River Canal

## Will Give Dallas Important Connection With National System of Inland Waterways

The accompanying map shows the inland waterways system of the United States and the relationship of the proposed Trinity River canal to that system.

Engineering surveys have already demonstrated that the construction of the canal is practical from an engineering standpoint, and that sufficient water can be made available for year-round navigation. A tonnage survey, supplementing a similar survey recently made by the Department of Commerce, is now being conducted to determine the potential tonnage for the river when the improvement is completed.

Examination of the map shows that when the Trinity River is canalized, raw materials and finished products moving to Dallas and Fort Worth from any point along the Mississippi River and its navigable tributaries, from the Great Lakes region or from the Atlantic, Pacific and Gulf seaboard, may move to Dallas by water, and from practically any portion of the country by combined rail and water. Raw materials and finished products moving from the Dallas region to all these sections and to foreign coun-

tries would likewise enjoy water rates. For example, it will be possible to load a barge at Chicago or Pittsburgh and move it to Dallas by water, or to move Dallas products in the reverse direction in the same manner.

Shipments from any point on the inland waterway system would move to Dallas in the original barge without unloading. Shipments from points not directly on any part of the system would probably move to the nearest point on the system thence to Dallas by barge. Shipments from points on the Great Lakes would move to Chicago by lake steamer, thence to Dallas by barge. From Atlantic and Pacific coast points shipments would move to one of the Gulf ports by ocean vessel, thence to Dallas by barge.

The canal, when completed, will make it possible for Dallas manufacturers to secure a great many of their raw materials at a considerable reduction in cost, thus enabling them to distribute their finished products over a much wider area. Dallas wholesalers, jobbers and branch houses, because they could

bring merchandise in at a substantial freight saving, could likewise greatly enlarge the scope of their distribution from Dallas.

Many Dallas shippers have already furnished the Industrial Department with figures showing their potential tonnage. Those who have not as yet reported are urged to send in their reports immediately, in order that the information may be turned over to the engineers in charge of the survey. If additional questionnaires or blanks for reporting tonnage are desired, telephone the Industrial Department and they will be sent immediately.

## Dallas Food Stores Now Owned by D. W. Jones

Dallas Food Stores is the new name under which the former Helpy-Selfy Stores are now being operated, following the purchase of these stores by D. W. Jones and associates. The stores are being repainted and redecorated. Under the new ownership and management, Dallas food shoppers will receive the benefit of over thirty years experience in scientific food distribution, according to Mr. Jones.

Dallas water meters in service at the end of June totaled 61,167, the highest total on record.

## Bank Deposits Set Mid-Year Record

Deposits in Dallas banks on June 30 were the highest June totals in the city's history, and the same was true of resources. Deposits amounted to \$193,583,201.60 and resources were \$224,693,331.66.

Deposits and resources showed much less than the seasonal decline as compared with the March 5 totals, which were \$193,641,083.77 and \$226,477,160.70, respectively.

Following is a comparison of deposits and resources with June 30, 1932, and June 30, 1933:

### Deposits

June 30, 1932.....	\$135,395,696.86
June 30, 1933.....	134,928,127.72
June 30, 1934.....	193,583,201.60

### Resources

June 30, 1932.....	\$170,042,330.35
June 30, 1933.....	169,046,655.51
June 30, 1934.....	224,693,331.66

Deposits and resources, as reported by the various banks as of June 30, 1934, follow:

### Deposits

First National.....	\$ 89,457,112.65
Republic National....	59,597,979.60
Mercantile National..	17,292,001.34
Dallas Bank & Trust	16,928,606.06
National Bank of	
Commerce .....	5,364,394.08
Liberty State.....	1,849,843.79
Oak Cliff Bank &	
Trust .....	1,409,789.81
Texas Bank & Trust	895,425.28
Hillcrest State.....	569,996.92
Grand Avenue State	218,052.07

\$193,583,201.60

### Resources

First National.....	\$103,455,016.10
Republic National....	70,558,257.21
Mercantile National..	20,179,770.09
Dallas Bank & Trust	18,776,368.37
National Bank of	
Commerce .....	5,944,165.74
Liberty State.....	2,177,028.89
Oak Cliff Bank &	
Trust .....	1,615,630.67
Texas Bank & Trust..	1,132,007.30
Hillcrest State.....	604,535.45
Grand Avenue State..	250,551.84

\$224,693,331.66

## Two-Thirds of New Oil Wells are in Texas

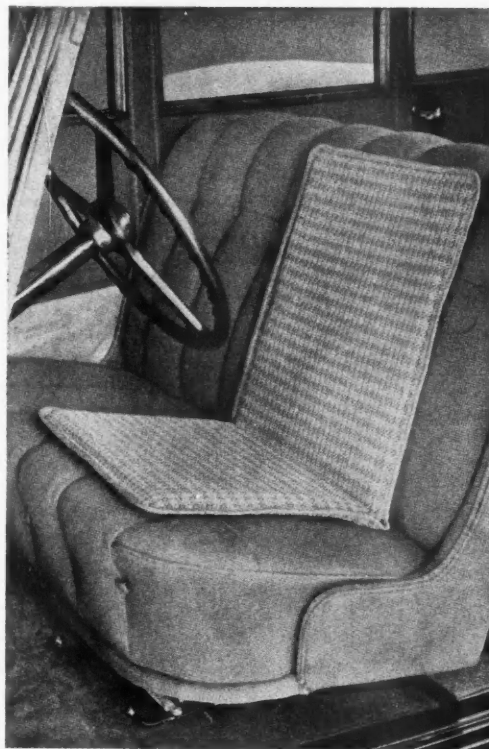
Texas furnished 44.1 per cent of the crude oil output of the United States in 1933 and more than two thirds of the new wells completed, according to the Oil Weekly. The Texas production totaled 395,948,000 barrels. Oklahoma was second with 20.1 per cent, or 181,188,000 barrels; California third with 19.3 per cent, or 173,237,000 barrels.

Of the 9,209 new wells drilled last year, 6,443 were in Texas, 1,204 in Oklahoma, 411 in California, 619 in Kansas and 532 in Louisiana.

DALLAS, July, 1934

KEEP COOL WHILE DRIVING

Ride on a **Self-Cooled**  
AUTOMOBILE SEAT



Cooled  
by  
Evaporation

Sizes to Fit Any Car Seat

for OFFICE or AUTO

Self-cooled automobile seats, the newest sensation of the automotive world. You really keep cool on long rides. Absolute comfort on rough roads, protects upholstery, eliminates buying seat covers, prevents breaking down of cushion springs. Also available for office use. Investigate and invest in comfort.

SELF-COOLED AUTO SEATS SOLD AND SERVICED  
IN ALL GULF STATIONS IN TEXAS

Varied colors to select from. Special sizes on request.

**Self-Cooling Seat Corporation**

2025 CEDAR SPRINGS ROAD—2-2625

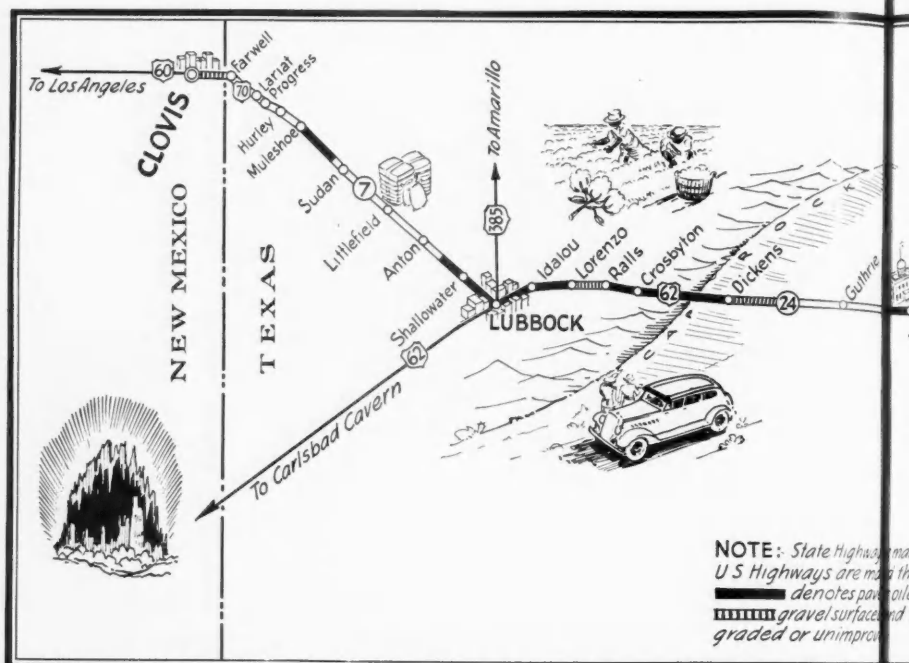
Plants at HOUSTON and CISCO, TEXAS

# NEW NORTHWEST

## THE MOTORIST'S NEW AND MORE

NOTE:—Space does not permit going into full details of the towns on this route and the various points of interest, but any city will be glad to furnish you with any information you may desire; ask the Chamber of Commerce.

**S**TARTING AT DALLAS: and going over State highway 114 to RHOME, and then to BRIDGEPORT via BOYD and PARADISE; this is a good dirt road but in wet weather go by way of U. S. No. 81 from RHOME to DECATUR and over State No. 24 DECATUR to BRIDGEPORT. BRIDGEPORT is a city known for its coal mines and a good farming country. Four miles from BRIDGEPORT is LAKE BRIDGEPORT, one of the southwest's largest artificial lakes; when filled to its average water level will have 194 miles shore line, seventy-four feet deep at the dam with an average depth of thirty-four feet of water. This is truly a beautiful place and destined to become one of Texas' playgrounds. Continuing west by way of CHICO we come to JACKSBORO, county seat of Jack County and noted as a crushed stone center; next is GRAHAM an Oil and Refining City; continuing we come to OLNEY, another Oil and Refining City; also diversified live stock industry; OLNEY'S location and natural resources, plus a wide-awake Chamber of Commerce make it one of Texas' outstanding small cities. Next is SEYMOUR, county seat of Baylor County; a large producer of wheat and feed stuff; continuing you

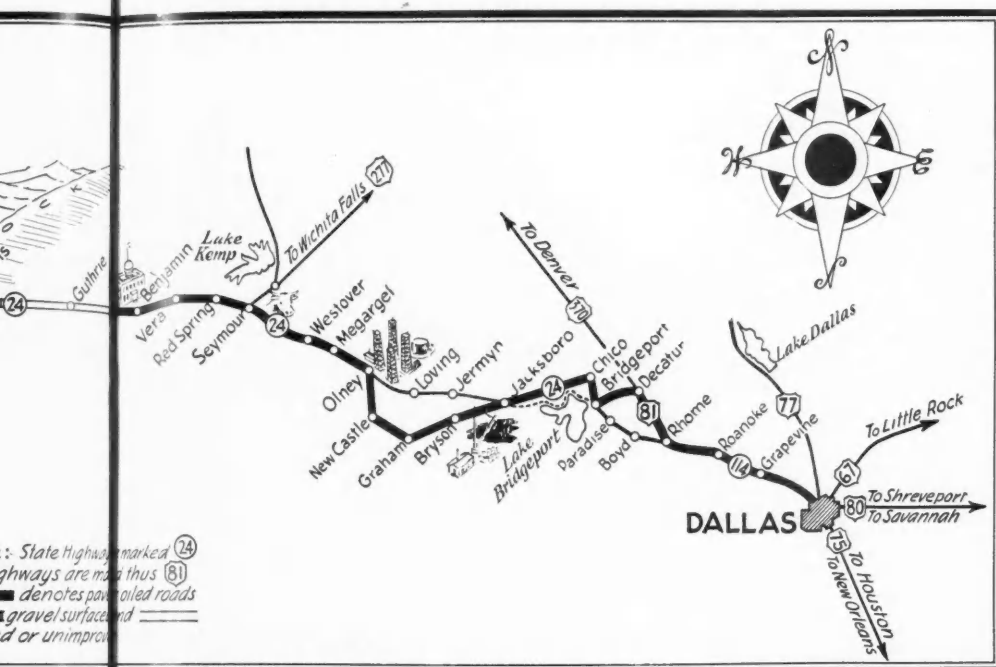


Texas Technological College Showing Administration Building



# WEST HIGHWAY

MORE DIRECT EAST AND WEST ROUTE



come to BENJAMIN, county seat of Knox County, another cotton and grain center; then to DICKENS. Before reaching CROSBYTON, you go over the cap-rock which presents an imposing picture. East of the escarpment are numerous inland mountains, among which is Cardova peak, from which it is said surveyors ran the lines for Panhandle counties over a large area. Then to CROSBYTON, county seat of Crosby County, a cotton and grain section, and on to RALLS, then to LUBBOCK, metropolis of the South Plains, a city of 25,000 population, good hotels and other accommodations desired by the motorists, makes it a desirable place to stop for the night or week-end. Those going from the

DALLAS area to the CARLSBAD Caverns will find that, by going to LUBBOCK, then over U. S. No. 62 to CARLSBAD, is a very interesting route. From LUBBOCK go north over State Highway No. 7, our first city is ANTON, then LITTLEFIELD in Lamb County; in 1933 Lamb County received more plow-up cotton money than any other Texas County. LITTLEFIELD is one of the South Plains' prosperous cities, and offers many opportunities to those desiring new fields, be it farming or business. Leaving LITTLEFIELD next is MULESHOE, the principal shipping and marketing center of Bailey County. At FARWELL we enter U. S. No. 60 which leads due west to the Pacific Coast.



Administration and Chemistry Buildings, Lubbock, Texas



## Concentrated COOLING for OFFICE, HOME or BUSINESS

Special small self-contained units  
for office, bedroom, living room,  
etc.

Large systems for other uses.

*We have had years of experience  
in this industry.*

Estimates Given Without Obligation

### HERBER BROTHERS

400 S. HARWOOD

PH. 7-3553



WEST TEXAS' MOST COMPLETE HOTEL  
300 ROOMS

## HOTEL LUBBOCK LUBBOCK TEXAS

## Dallas Postal Building on Preferred List

The new Dallas postal substation, to cost \$775,000 and to be erected on a site adjacent to the Union Station, is on the preferred list of projects recently announced by the Treasury and Postoffice Departments. Texas projects on the list total \$5,500,000.

The new program results from authorization under the emergency appropriation act of \$65,000,000 as an emergency construction fund, and which permitted approval of 300 building projects. In addition, the Secretary of the Treasury and the Postmaster General made public a list of 342 other public building projects for which funds are available from other sources and on which work will be expedited. Combined, the expenditure will be more than \$110,000,000.

### Will Aid Unemployment

The total of \$5,500,000 is the largest amount Texas has received in several years and will go far toward relieving unemployment in the communities indicated. The following is the Texas list with the approximate cost of the projects under estimates subjected to frequent revision:

Wharton, postoffice site and building, \$65,000; Port Arthur, postoffice and courthouse extensions and remodeling, \$178,000; Sabine Pass, quarantine station, \$475,000; Henderson, postoffice site and building, \$87,000; Dallas, parcel post building, \$775,000; Teague, postoffice site and building, \$60,000; Galveston, postoffice and courthouse, \$670,000; Baytown, postoffice building, \$68,000; Houston, parcel post site and building, \$470,000; Austin, courthouse building, \$415,000; Lockhart, postoffice site and building, \$67,000; Waco, postoffice and courthouse, \$400,000; Fort Worth, narcotic farm, \$400,000; Corpus Christi, postoffice and courthouse, \$138,000; El Paso, courthouse, etc., \$690,000; Pecos, postoffice and courthouse, \$178,000; Abilene, postoffice and courthouse, \$300,000; Borger, postoffice, \$71,000.

### More Postoffices

The following Texas projects, all postoffices, which have been authorized under other funds and will be placed under contract as rapidly as plans and specifications can be prepared, are:

Lufkin, \$105,000; Athens, \$85,000; Luling, \$90,000; Stephenville, \$90,000; Bowie, \$75,000; Graham, \$95,000; Nacoma, \$85,000; San Antonio, including courthouse, \$1,400,000; Seguin, \$85,000; Kingsville, \$75,000; McAllen, \$135,000; Colorado, \$85,000; Kerrville, \$95,000; Breckenridge, \$140,000; Childress, \$100,000; Dalhart, \$100,000, and Shamrock, \$80,000.



Herber Brothers, 313 South Harwood St., have been appointed Southwestern distributors for the new Ilg office and room ventilating and cooling system.

## Air Mail Routes

(Continued from Page 12)

A. M. 24, Charleston, S. C., to Dallas, Texas, 1,058 miles  
Contractor, Delta Air Corporation

Trip 1a		Effective July 4, 1934		Trip 2a	
		Eastern Time			
4:15 p.m.	Lv.....	Charleston, S. C.	Ar.....	11:45 a.m.	
5:20 p.m.	Lv.....	Columbus, S. C.	Ar.....	10:45 a.m.	
6:05 p.m.	Lv.....	Augusta, Ga.	Ar.....	10:00 a.m.	
7:30 p.m.	Lv.....	Atlanta, Ga.	Ar.....	8:30 a.m.	
		Central Time			
7:30 a.m.	Lv.....	Atlanta, Ga.	Ar.....	7:30 p.m.	
8:50 a.m.	Lv.....	Birmingham, Ala.	Ar.....	6:10 p.m.	
9:00 a.m.	Lv.....	Birmingham, Ala.	Ar.....	6:00 p.m.	
10:35 a.m.	Lv.....	Meridian, Miss.	Ar.....	4:38 p.m.	
11:30 a.m.	Lv.....	Jackson, Miss.	Ar.....	3:45 p.m.	
11:40 a.m.	Lv.....	Jackson, Miss.	Ar.....	3:35 p.m.	
1:00 p.m.	Lv.....	Monroe, La.	Ar.....	2:35 p.m.	
2:02 p.m.	Lv.....	Shreveport, La.	Ar.....	1:35 p.m.	
2:07 p.m.	Lv.....	Shreveport, La.	Ar.....	1:30 p.m.	
4:00 p.m.	Lv.....	Dallas, Tex.	Ar.....	11:45 a.m.	

a Daily

A. M. 30, Chicago, Ill., to Fort Worth, Texas

American Airlines, Inc. .... miles. Chicago to Tulsa 7th Div.; Tulsa to Fort Worth, 11 Div.

Trip 1a		June 15, 1934		Trip 2a	
12 Noon	Lv.....	Chicago, Ill.	Ar.....	8:45 p.m.	
	Lv.....	Peoria, Ill.	Ar.....		
1:39 p.m.	Lv.....	Springfield, Ill.	Ar.....	7:10 p.m.	
2:25 p.m.	Lv.....	St. Louis, Mo.	Ar.....	6:20 p.m.	
2:40 p.m.	Lv.....	St. Louis, Mo.	Ar.....	6:06 p.m.	
4:45 p.m.	Lv.....	Springfield, Mo.	Ar.....	4:28 p.m.	
6:25 p.m.	Lv.....	Tulsa, Okla.	Ar.....	2:44 p.m.	
6:45 p.m.	Lv.....	Tulsa, Okla.	Ar.....	2:29 p.m.	
7:50 p.m.	Lv.....	Oklahoma City, Okla.	Ar.....	1:31 p.m.	
7:55 p.m.	Lv.....	Oklahoma City, Okla.	Ar.....	1:26 p.m.	
9:40 p.m.	Lv.....	Dallas, Texas	Ar.....	11:45 a.m.	
9:45 p.m.	Lv.....	Dallas, Texas	Ar.....	11:40 a.m.	
10:05 p.m.	Lv.....	Fort Worth, Tex.	Ar.....	11:20 a.m.	

Service at Peoria is deferred until airport is in condition.

### Bowen Air Lines in Larger Quarters

Bowen Air Lines, Inc., have moved their headquarters at Love Field from Hangar No. 1 to the hangar formerly occupied by the United Air Lines. The company operates daily routes to Tulsa, Oklahoma City, St. Louis and Chicago, with connections to the East. South, the company runs planes to Houston, Austin and San Antonio, with connections to Galveston, Brownsville and Mexico City.

The Bowen lines are nearing the end of their fourth year of continuous service in the Southwest. Officials of the company are Temple Bowen, president and general manager; L. G. Simon, traffic manager; W. S. McDuffie, secretary-treasurer; John Shaw, Dallas manager. Dutch Tresp and W. F. Gillespie are in charge of the line's Dallas operations.

### Dallas Men Organize New Oil Club

Dallas oil men are effecting the organization of a club for oil officials. Quarters will soon be established in one of the hotels. Plans provide for a lounge, a dining room and card rooms, a library where all the latest petroleum publications will be available, with a bulletin board providing news from the various fields.

The club will provide a meeting place for the oil men of the city and for visiting officials. Leaders in the movement are R. B. Whitehead, C. A. Young, Russell S. McFarland, Jack Pew, Capt. J. F. Lucey, W. L. Todd, M. J. Delaney, Dick Morrison and W. D. McBee.

### Second Class Postal Rates Reduced

Reduced rates on second-class postage matter went into effect July 1, 1934. An order signed May 28 by Postmaster General James A. Farley reduces the rates on the advertising content of this type of mail matter to the schedules established in the Act of May 29, 1928.

The new rates represent a reduction of from one-half cent per pound for the first and second zones, to three cents for the seventh and eighth zones.

The following table gives the new rates on the advertising content of newspapers, magazines and other second-class mail matter:

	Rate Per Pound	
	New	Present
First and second zones.....	1 1/2 cents	2 cents
Third zone.....	2 cents	3 cents
Fourth zone.....	3 cents	5 cents
Fifth zone.....	4 cents	6 cents
Sixth zone.....	5 cents	7 cents
Seventh zone.....	6 cents	9 cents
Eighth zone.....	7 cents	10 cents

### Railway Wages Raised

Practically all railway employees in Dallas received substantial increases in wages and salaries on July 1. Increases in most instances represented a restoration of one fourth of previous cuts. Present plans call for the restoration of a second fourth on January 1 and the remaining half April 1, bringing wages and salaries on that date back to the pre-depression level.



a new era in ....  
**SOUTHERN  
HOSPITALITY!**



... Send your guests to a  
National Hotel when they  
leave you to travel onward.  
They will appreciate your  
concern for their comfort  
and satisfaction.

In Texas—The Stephen F. Austin, Austin; The Jean La Fitte, Galveston; Cavalier, Galveston; The Buccaneer, Galveston; The Hotel Brownwood, Brownwood; Hotel Southern, Brownwood; The Hotel Gholson, Ranger; Miramar Court, Galveston; The Edgewater Cabanas, Galveston; The Hotel Donna, Donna; The Settles, Big Spring; The Falls, Marlin; The Hotel Laguna, Cisco. In Alabama—The Thomas Jefferson, Birmingham. In Louisiana—The Hotel De Soto, New Orleans. In Mississippi—The Hotel Riviera, Biloxi. In New Mexico—The Hotel Clovis, Clovis. In Oklahoma—The Sapulpa Hotel, Sapulpa; The Huber, Muskogee; The Belmont, Okmulgee; The Aldridge, Wewoka. In Virginia—Mountain Lake Hotel, Mountain Lake.

AFFILIATED WITH THE  
**NATIONAL HOTELS**

VOTE WITH CONFIDENCE  
FOR  
**FRED CULLUM**  
TAX COLLECTOR

Now serving first term. Candidate for second term for Assessor and Collector of Taxes.  
Fred Cullum invites the closest investigation of his public and private record and solicits your support thereon.

(Political Advertisement)

# Unequaled PERFORMANCE RECORDS

## FIRESTONE HIGH SPEED TIRES

- \* For fifteen consecutive years have been on the winning cars in the 500-mile Indianapolis Race.

### THIS MEANS BLOWOUT PROTECTION

- \* For seven consecutive years have been on the winning cars in the daring Pikes Peak climb where a slip meant death.

### THIS MEANS NON-SKID SAFETY AND TRACTION

- \* For three consecutive years have been on the 131 buses of the Washington (D. C.) Railway and Electric Company covering 11,357,810 bus miles without one minute's delay due to tire trouble.

### THIS MEANS DEPENDABILITY AND ECONOMY

- \* Were on the Neiman Motors' Ford V-8 Truck that made a new coast-to-coast record of 67 hours, 45 minutes, 30 seconds actual running time.

### THIS MEANS ENDURANCE

# Firestone Service Stores

"Skinnie & Jimmie"—Ross and Harwood—7-3177

Downtown  
Young and St. Paul  
7-6321

Oak Cliff  
Jefferson and Madison  
9-1118

## Bankhead Defends Cotton Control Law

The Cotton Control Bill gives to 2,000,000 producers machinery under which they can regulate and control the marketing of cotton just as the stockholders have the power by vote to control the sales management of a steel corporation, writes Senator Bankhead of Alabama in the June Nation's Business, while defending the bill that bears his name.

Senator Bankhead says its a new principle applied to agriculture that he hopes will remain permanent so far as cotton producers are concerned.

Since industry can regulate and restrict production in the face of a developing depression, it is in position to put the brakes on and retard falling prices, maintains the senator. But the farmer has no such power. He must pile into the market places during a short period of the year the products of his entire year's work. He has no way to retard declining prices.

Those who exclaim, "Let nature take its course" in the matter of agricultural production blindly close their eyes and beckon to the gods of grief to overwhelm the tillers of the soil, proclaims the senator. He rails at the critics who cry for personal liberty, yet insist that farmers should clothe and feed the world by working long hours at pauperizing labor. None of them, he says, are demanding that manufacturers operate their plants at full capacity and work their employees longer hours and sell their products at whatever price they bring in order to avoid economic waste.

He scoffs at the idea that reduction of our surplus will stimulate production of cotton in foreign countries because there is very little area in the rest of the world suitable for cotton growth. We have a grade and staple of cotton which has little competition from other countries.

Our chief exporting competitors are Egypt and India. Egypt raises a long staple cotton and India an inferior grade of cotton. If other countries had the means of increasing cotton production they would not attempt it. They know that we will go back to the normal production of fourteen or fifteen million bales a year when our surplus is used up.

◆◆◆

### Postal Receipts Increase

June postal receipts, totaling \$275,176.81, showed a gain of \$22,492.58, or 8.9 per cent, over June last year. Taking into consideration the difference in postal rates, this year's figures show an actual gain of 15.31 per cent over the same month in 1933. Receipts this year were the largest for June since 1930.

\* \* \*

Albert W. Cook, new head of the United States Weather Bureau at Love Field, has arrived to take up his duties. He was transferred to Dallas from Oakland, Calif.



## Now Is the Time to Advertise

Discontinuing advertising just because the New Deal has brought more business activity is like reducing the rations of a soldier because he has won the first skirmish preparatory to the real battle. It is like taking your foot off the accelerator after driving a short distance toward the summit of a steep grade.

During the period of heavily curtailed production and sales, when orders were hard to obtain, it was considered good policy to advertise so that well-established names and products should not be forgotten.

It was good policy to advertise then, because it was an investment in goodwill, looking forward to the time when the pent-up demand would be translated in actual orders.

Now that the orders are materializing, there has come a disposition to curtail or discontinue advertising on the theory that there will be sufficient business without advertising for it.

Does such an attitude imply that advertising is necessary only when the road becomes rough and greater effort is required to make progress?

Such an implication shows a grievous lack of knowledge and appreciation of the power of advertising. If conditions are, now is the time. We must not forget that a good part of the recent activity was due to speculative and forward buying, that the productive capacity of our industries is more than ample for our needs, even under the minimum restrictions.

Intermittent advertising is as illogical as it is costly. It means that the salesmen are being required to shoulder a load of undue proportions. Instead of being given co-operation through advertising, and assisted by means of the live leads that the right kind of advertising can produce, they are asked to carry the burden of sales promotion alone.—Distributor's News.

### Dallas New Headquarters Broadway of America

Dallas is now the most important center on the Broadway of America highway system and is new headquarters of the entire coast-to-coast association promoting travel along the route.

Travel from the Midwest, South and East converges with the Broadway route at Dallas. U. S. Highway 77 connects Dallas with highways of the Midwest and the Mississippi basin, while Highway 75 connects with Houston and the South, and Highway 80 brings tourist travel from Vicksburg and the Old South highways.

The Broadway of America is 3,298 miles in length, with only 47.2 miles of gravel, unpaved road. The road will be completely paved by September 15.

### Leads in Highways

The United States, with 3,042,780 miles of highways, greatly outranks any other world political subdivision in this respect, it is brought out in a study of world highways completed this month by the Automotive-Aeronautics Division, Department of Commerce. The second ranking country is Russia, with a re-

corded 1,682,109 miles of highways; Japan ranks third with 635,399 miles of highways.

The 145 countries and political subdivisions covered by the study are shown to have an aggregate total of 9,152,282 miles of highways, thus giving the United States approximately a third of this world mileage.



#### STATEMENT OF CONDITION

of the

### Republic National Bank and Trust Co.

DALLAS, TEXAS

At Close of Business June 30, 1934

#### RESOURCES

Loans and Discounts .....	\$19,222,203.67
Bills of Exchange and Bankers Acceptances.....	997,646.81
Banking House .....	1,975,000.00
Other Real Estate .....	547,441.17
Furniture and Fixtures.....	198,000.00
Other Assets .....	22,885.98
Stock in Federal Reserve Bank.....	210,000.00
U. S. Government Securities.....	21,902,717.46
State, Municipal and Land Bank Securities.....	4,524,211.58
Other Bonds and Securities.....	2,534,145.29
Cash in Vault and with Banks.....	18,424,005.25
<b>TOTAL.....</b>	<b>\$70,558,257.21</b>

#### LIABILITIES

Capital—Common .....	\$4,000,000.00
Capital—Preferred .....	2,000,000.00
<b>Surplus .....</b>	<b>1,000,000.00</b>
Undivided Profits .....	168,677.61
Reserved for Dividends.....	105,000.00
Reserved for Interest, Taxes and Contingencies.....	260,000.00
Circulation .....	3,426,600.00
<b>DEPOSITS—</b>	
Individual .....	\$34,667,577.71
Banks .....	14,281,885.35
U. S. Government.....	10,648,516.54
<b>TOTAL.....</b>	<b>\$70,558,257.21</b>



STATEMENT OF CONDITION  
AT CLOSE OF BUSINESS JUNE 30, 1934

**First National Bank**  
IN DALLAS

ASSETS

Loans and Discounts.....	\$ 33,740,418.09
U. S. Government Securities.....	18,664,778.75
Stock in Federal Reserve Bank.....	300,000.00
Other Stocks and Bonds.....	3,934,591.72
Furniture and Fixtures.....	245,586.44
Real Estate and Banking House.....	2,465,016.06
Other Real Estate.....	1,261,454.95
Other Assets .....	42,178.40
Cash on Hand and Due from Federal Reserve Bank and Other Banks .....	42,800,991.69
<b>TOTAL.....</b>	<b>\$103,455,016.10</b>

LIABILITIES

Capital Stock .....	\$ 8,000,000.00
Surplus Fund .....	2,000,000.00
Undivided Profits .....	872,024.23
Reserved for Taxes, Etc.....	125,879.22
Circulation .....	3,000,000.00

DEPOSITS

Individual .....	\$56,753,627.28
Banks and Bankers .....	21,395,387.36
U. S. Government .....	11,308,098.01
<b>TOTAL.....</b>	<b>\$103,455,016.10</b>

## Higher Production Levels Possible

That the producing plant and labor force of the United States are capable of maintaining production levels substantially above those attained in the past, is the conclusion arrived at by the economic staff of the Brookings Institution after a two-year study of America's capacity to produce.

The report, published this month, is announced as one of a series of four studies to be issued during the course of the year by the Brookings Institute on the subject of wealth and income distribution in the United States and the relation of this distribution to our economic progress. The other studies will concern America's capacity to consume, the formation of capital, and the relation of income and economic progress.

The present volume, based upon what was actually accomplished by the major industries of the country during the period from 1900 to 1930, and in particular the years from 1925 to 1929, presents the conclusion that a production level double the present one could be maintained "year in and year out" without using any better methods than those which industry already knows and is accustomed to employing.

It is pointed out that still greater production could be secured if all producers could be brought up to the standard of the most efficient, and further gains may naturally be expected from new inventions and discoveries, and the general march of technological progress. The present study, however, deals only with the question of what could be attained by full-time operation of the present facilities.

Merely by using the resources available, the report states, it would have been possible to realize in 1929 the equivalent of \$15,000,000,000 of additional national income. This, states the report, would have been enough to bring the incomes of all families which were less than \$2,000 in 1929 up to that level.



June 20, 1934.

Convention Department,  
Dallas Chamber of Commerce.

We wish to express our sincere thanks for your assistance to us in the matter of the Texas Grand Assembly of the Order of Rainbow for Girls, which was held in Dallas June 14-15. There were approximately 600 girls with their chaperones who attended the meeting and your co-operation was valuable in enabling us to handle them in a manner that reflected credit upon Dallas.

Yours truly,  
MRS. AENA, G. FOX,  
Chairman, Advisory Board.  
MRS. ELIZABETH G. WHITEHEAD,  
General Chairman, Grand Assembly  
Committee.

May 18, 1934.

Mr. Z. E. Black, Manager,  
Convention Department,  
Dallas Chamber of Commerce.

I wish to thank you for my students and myself for the excellent trip we have just completed in visiting industries and buildings in Dallas. It was most inspiring and profitable and I appreciate the part the Chamber of Commerce took in helping us work it out.

Yours very cordially,  
WALTER T. ROFFE,  
Professor of Architecture,  
University of Texas, Austin.

## Candy Sales Show Increase

Candy buying was greater in 1933 than the year before, with customers particularly increasing their consumption of penny goods, plain package goods, and bulk confectionery, according to the annual survey of sales and distribution trends of confectionery and competitive chocolate products just published by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce. This survey, sponsored by the National Confectioners' Association, gathers data on the sales of each type of confectionery products, the channels through which confections are distributed to the consumer, and sales figures for principal states.

The increase in sales of confectionery products was still more pronounced in the first four months of 1934 than in the previous year. Based on the monthly sales reports of the Department of Commerce, it is shown that the first four months of this year were 28.2 per cent above the same period in 1933 on the basis of the value of sales.

On the other hand, while the total number of pounds sold was higher last year than in 1932 by more than 50,000,000 pounds, the value was 1.8 per cent less as a result of lower average prices obtained per pound.

An outstanding feature of the report this year is the trend toward distributing the product through jobbers. After remaining stationary at 53.7 per cent of total sales for the years 1931 and 1932, the percentage of total business done through jobbers increased to 57.2 per cent of all confectionery sales during 1933. Although there was a decline in the proportion of sales going direct to consumers from manufacturers, the greatest loss of business to jobbers was in the business moving from manufacturers direct to retailers, where the percentage dropped from 35.8 in 1932 to 33.1 in 1933.

Copies of the report, entitled "Confectionery Distribution in the United States, 1932-1933," are available for ten cents from the Foodstuffs Division, United States Department of Commerce.



## New Accident Board Head Elected

Raymond Hulsey has been elected president of the Dallas Accident Prevention Association, succeeding Charles A. Miller, who resigned recently to become national director of safety for the Texas Company, with offices in New York City. The local association plans continuation of its campaign to obtain a State automobile drivers' license law for Texas.

DALLAS, July, 1934



ALL AROUND EQUIPMENT for the MANY KINDS of MECHANICAL ACCOUNTING WORK

*We Specialize in*

Mechanical Accounting Problems  
Municipal and County Records and Forms  
Loose Leaf Binders for every purpose  
Catalog Covers and Price Books  
Bookkeeping Machine Trays and Forms  
Lithographed Statements, Checks and Letterheads  
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## CLARKE & COURTS

OFFICE SUPPLIES ♦ 1506-08 YOUNG STREET

PHONES 2-4164, 2-2552 . . . ASK FOR A "MASTER-CRAFT MAN"

PACK UP YOUR TROUBLES



*Forget your worries and come to Galveston where you may spend a week end of complete relaxation and comfort. Play on the sands of Texas' most enjoyable beach, only a few steps from the door of Galveston's Finest, Most Popular Hotel. For reservations write or wire the Manager.*

AFFILIATED WITH



THE NATIONAL HOTELS

## The BUCCANEER hotel

ON THE BEACH

**OUR LOCATION 1523 Commerce St.**

**STEWART BLDG.**  
Commerce and Lane Sts.

**STEWART**  
**OFFICE SUPPLY CO.**  
Stationers · Office Outfitters  
Desk Headquarters

**phone 7-8585**

# MERCANTILE NATIONAL BANK

## AT DALLAS

### Statement of Condition

As of June 30, 1934

### RESOURCES

Cash and Exchange .....	\$6,584,955.52	
U. S. Government Bonds .....	3,607,430.26	\$10,192,385.78
U. S. Government Bonds to Secure Circulation .....		500,000.00
5% Redemption Fund with U. S. Treasury .....		25,000.00
Stock in Federal Reserve Bank .....		67,800.00
Other Bonds and Securities .....	2,205,568.13	
Loans and Discounts .....	6,960,325.92	
Vaults, Furniture and Fixtures .....	160,172.43	
Other Real Estate .....	58,236.44	
Temporary Fund, Federal Deposit Insurance Corporation .....	10,280.39	
Charged Down Real Estate and Stock of Security Affiliate .....	1.00	
<b>TOTAL .....</b>		<b>\$20,179,770.09</b>

### LIABILITIES

Capital Stock—Preferred .....	\$1,000,000.00	
Capital Stock—Common .....	1,000,000.00	\$ 2,000,000.00
Undivided Profits .....	332,597.96	
Reserve for Taxes, Interest and Contingencies .....	35,700.48	
Reserve for Preferred Stock Dividend .....	19,470.31	
Circulation .....	500,000.00	
<b>DEPOSITS:</b>		
Individual .....	\$9,791,247.89	
Banks and Bankers .....	4,693,164.96	
U. S. Government .....	2,807,588.49	
<b>Total Deposits .....</b>		<b>17,292,001.34</b>
<b>TOTAL .....</b>		<b>\$20,179,770.09</b>

Member Dallas Chamber of Commerce

## Blanks Available for Repair Loans

With funds for loans to come from a \$200,000,000 appropriation by Congress for repairing and improving homesteads, application blanks on home repair loans are available at the Dallas offices of the Home Owners' Loan Corporation, in the old City National Bank Building. Fonzie Robertson is district reconditioning supervisor.

Approved loans will be in monthly installments repayable in fifteen years and will bear five per cent interest. The cost per \$1,000 borrowed is \$7.91 monthly.

Three groups are eligible for such loans; those who have secured mortgage loans from the corporation; those whose mortgages on their property were in default as late as June 13, 1933, and who are eligible for original loans of the corporation; and those whose homes are clear of indebtedness, but who cannot get reconditioning loans from any private lending agencies.

## Committee to Study U. S. Shipping

The organization of an Inter-Departmental Committee to study, in co-operation with nationally known shipping authorities, broad questions relating to government shipping policies was recently announced by Daniel C. Roper, Secretary of Commerce.

This is in conformity, it is pointed out, with the recommendation of a cabinet sub-committee which has been studying the proposed Shipping Code. The study has shown the necessity for a further examination of the entire Merchant Marine and shipping policy of the Government, including the Shipping Code, and it is planned to have a report on the subject completed by early fall.

Secretary Roper indicated in announcing this program that the committee which he had selected and the program of study were approved by President Roosevelt. The members of the committee are as follows:

Turner Battle, executive assistant to Secretary of Labor.

Harlee Branch, second assistant Postmaster General.

L. R. Edminster, Agricultural Adjustment Administration.

Henry H. Heimann, chairman, sub-committee on Shipping Board of Business Advisory and Planning Council.

Thomas Hewes, special assistant to Secretary of State.

South Trimble, Jr., solicitor, Department of Commerce.

J. B. Weaver, National Recovery Administration.

Without defining the complete scope of the committee's studies, the Secretary recommended that it give its consideration to the Administration's future policies and the development of a strong merchant marine.



# HOT

.. and bothered people won't read advertising .. but they will look at pictures.

Let's put some art work in your advertising and see if that won't help.

If this sounds like a good idea call

**HUGH CARGO**

1816 ALLEN BUILDING .



**DALLAS TRANSFER and Terminal Warehouse Co.**

E. D. Balcom Gus K. Weatherred  
(Established 1875)  
2nd Unit Santa Fe Building

Warehouse, Office and Display Space  
Heavy Hauling

AGENT, ALLIED VAN LINES, INC.  
"A National Company for a National Service"

## FOR RENT

### FOLDING CHAIRS

Also Tables With Detachable  
Legs for Conferences  
and Public Meetings.

**CANNON BALL TOWEL  
SUPPLY COMPANY**

2011 Orange

Phone 2-9083

## Citrus Growers Plan Advertising

Growers and shippers representing eighty-five per cent of the lower Rio Grande Valley citrus industry have reached an agreement to raise a \$90,000 promotion fund for the 1934-35 season, based on a two cents per box levy on the expected production of 4,500,000 boxes of grapefruit.

At a meeting in Mission, Texas, last month, they organized the Texas Citrus Fruit Industries, Inc., and elected as president Jack Keefe, Weslaco; C. D. Kirk, San Benito, vice-president; Harry Rouse, Mercedes, secretary; E. F. Miller, Weslaco, treasurer. The advertising agency of Tracy-Locke-Dawson, Inc., Dallas, was chosen to direct the promotion plans.

The promotion plans call for an invasion of the Eastern Seaboard market, where, to date, Florida grapefruit has had a monopoly. During the depression years Texas growers have been planting more and more grapefruit trees and enough of them have now come into production to give growers a margin of fruit which cannot be disposed of in nearby markets.



## Bread Costs Here and Abroad Studied

Costs of a loaf of bread in the United States are being compared with bread costs in three foreign countries in a series of discussions appearing in "Consumers' Guide," bulletin of the Consumers' Counsel, Agricultural Adjustment Administration.

Comparison is being made between the shares of the consumers' bread dollar which are obtained by farmers in four countries: The United States, France, Hungary and England. Separate consideration is given to each group of costs, showing a much higher proportion of the dollar going to costs of distribution in this country than in any one of the other three.

Consumers are shown in the June 11 issue of the publication just what the price of a bushel of wheat in each country at the low level of 1931 would buy in terms of loaves of bread. It develops that at the least favorable time—July, 1931—the American wheat producer could exchange a bushel of wheat for only 7.3 pounds of bread. At the same time, the Hungarian producer could exchange a bushel for 18 pounds; the English producer for 23.3 pounds; and the French producer for 42.4 pounds of bread.

The reasons for this disparity, as explained by bakers, are given. It is announced that future issues will discuss other phases of the spread in the price of bread between the producer and the consumer.

**WILLIAM McCRAW**  
OF DALLAS COUNTY



FOR ATTORNEY GENERAL

**STEWART**  
Title Guaranty Co.

Capital - \$1,500,000.00

Oldest, largest and strongest Title  
Company in the Southwest.

1221 MAIN STREET  
PHONE 2-8491

**Renfro & McCombs**

CONNIE C. RENFRO  
CHAS. S. MCCOMBS  
WM. ANDRESS, JR.  
HARRY D. PAGE  
JAMES A. KILGORE  
ROBT. B. BURGESS  
THOS. J. FILES

**LAWYERS**

Fourteen Years in Mercantile Building

## PHOTOSTAT PRINTS

Facsimile Copies at Original Size, Enlarged or Reduced of any Written or Printed Document, Legal and Commercial Papers, Letters, Drawings, Maps, etc.

**JNO. J. JOHNSON**

1912 N. St. Paul St.

Phone 2-8067

**Southwestern Blue Print Company**  
H. F. KOCH, MANAGER

**PHOTOSTAT PRINTS**

CONSTRUCTION BLDG. 2-8084 415-18 TOWER  
405 SO. AKARD ST. PETROLEUM BLDG.

# Junior Chamber News

## Our Heritage

*... and Responsibility*



**T**HE ADOLPHUS is more than a hotel. It is a landmark, an institution, and one of the earliest figures on Dallas' skyline.

We who are actively engaged in the management of The Adolphus, realize that we have been entrusted with something more than a hotel property. In our hands is the responsibility of keeping a tradition . . . The Adolphus tradition.

You who come to this hotel know this tradition. It greets you at the door. It is present in every service rendered you. This must be the reason why people say: "After all, there is only one Adolphus."

## THE ADOLPHUS

OTTO SCHUBERT, JR., Manager



MEMBER DALLAS CHAMBER OF COMMERCE

### Gambrell Honored

Recognition was shown at the national convention of the United States Junior Chamber of Commerce held at Miami, Fla., June 21-23, of the leadership and vision of Eric C. Gambrell, past president of the Dallas Junior Chamber. Mr. Gambrell, who served the national organization in the capacity of director during the past year, was elected to the vice-presidency of that group and will serve during the ensuing year in charge of the

Seventh Region which is composed of the States of Kansas, Oklahoma and Texas.

Headquarters for the Seventh Region will be located in Dallas. The attention of all Junior Chamber organizations in these States will be concentrated at Dallas. Under the leadership of Mr. Gambrell, with the aid of the Dallas Junior Chamber members, the Dallas organization will play an important role in the activities of the Seventh Region. The election of Mr. Gambrell placed upon him and the Dallas Junior Chamber the

VOTE FOR  
**JOS. W. BAILEY, JR.**  
OF DALLAS FOR  
UNITED STATES SENATOR  
A STATESMAN, NOT A YES MAN



responsibility for welding the Junior Chamber bodies of the Seventh Region into a smoothly functioning co-operative unit of the national organization.

\* \* \*

### Luncheon Program

One of the most interesting and instructive programs of the year was that of Wednesday noon, June 26. Dallas delegates to the national convention, M. B. Hargrave, Houston Nichols, J. Frank Parker, Jr., A. R. White, Geo. O. Wilson and Eric C. Gambrell, returned home the day before the meeting and the program was turned over to them to give to the membership their viewpoints on the convention.

The luncheon program at the University Club on June 12 took the form of an old-time political rally. The meeting was turned over to the organization's three opposing candidates for Judge of County Court at Law No. 1.

\* \* \*

### More Baseball

The Dallas Jaycee baseball team scored a total of thirty-three tallies in the three games in which it participated during the month of June. Each game was won by a substantial margin.

On Friday, June 7, at Highland Park Stadium, the Jaycee soft-ballers rallied in sixteen runs while the opposing McKinney team mustered only two tallies against the fire-ball pitching of Monte Montgomery. The game got started right in the first inning when Baccus lost a ball with two aboard.

Next in order was the game at Ferris before a crowd of some five hundred. John Briggs gave the offerings and both teams played air-tight baseball to a score of 5-2.

"Fonse" Ragland pitched the next game against the league-leading Vagabonds, allowing only a few scattered singles and two scores, while the offensive work of the Jaycee ten rang the bell sixteen times. Baccus lost three balls in the home-run region.

\* \* \*

### Hensley Field Dedication

The Dallas Junior Chamber was glad to have a part in one of the largest and most impressive airport dedications ever staged, the Hensley Field dedication held June 30-July 1. R. B. Rinehart, member of the Junior Chamber board of directors, was in charge of the distribution of patron stickers for the dedication and air show. He was assisted by Bob Craig, Herbert Bonney, Irvin Lindley, Bob Greathouse, Bob Hancock, Roy McDonald, Darrell Herron, Dick Fuller, John D. Jacobson and Dave Herget.

◆◆◆

During the first nine months of its fiscal year ending June 30, the city government held expenditures \$138,821 below budget appropriations and collected \$53,943 more for operating departments than it anticipated.

## STATEMENT OF

# The National Bank of Commerce

DALLAS, TEXAS

*As Made to the Comptroller of the Currency at the Close of Business June 30, 1934.*

## RESOURCES

Cash in vault, with U. S. Treasurer and other banks.....	\$3,285,214.53
U. S. Government bonds, U. S. Treasury certificates and notes.....	1,074,650.00
State, county and municipal bonds.....	237,709.07
Other bonds, stocks and securities.....	350,094.69
Loans and discounts.....	842,249.16
Real estate, banking house and vaults.....	135,877.09
Furniture and fixtures.....	5,000.00
Other assets (including assessment Federal Deposit Insurance Corporation).....	13,371.20
<b>Total.....</b>	<b>\$5,944,165.74</b>

## LIABILITIES

Capital stock.....	\$ 150,000.00
Surplus and undivided profits.....	200,000.00
Reserve for depreciation, interest, taxes, etc.....	79,771.66
Circulation.....	150,000.00
Deposits.....	5,364,394.08
<b>Total.....</b>	<b>\$5,944,165.74</b>



When it's . . .  
Round-up Time  
in  
Texas

When it's "round-up time in Texas"—an old familiar song sung by cowboys of the plains, long before the debut of the modern hotel. Then their "round-ups" were held in the great open spaces. The old "round-up" continues today as it did then; however there is another kind of "round-up" now which is equally familiar to cowmen, the "get-together" which they stage at various Hilton Hotels. Most any day you can see these pioneers of the plains hob-nobbing with one another, talking over old times in the coffee shops and lobbies of our hotels. They enjoy Hilton Hospitality and profit by our never changing rates of \$2.00, \$2.50, and \$3.00.

*The* **HILTON HOTELS**  
*of Texas*



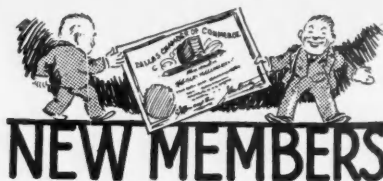
# TOM HUNTER *for* GOVERNOR



Solicits your vote on the following promises:

1. To keep the scholastic apportionment up to \$16.00 or more.
2. The abolition of ad valorem taxes.
3. A sweeping governmental reform that would do away with special bureaus, boards and similar offices.
4. He is for a revision of our tax system that real estate producing only 15 per cent of our income shall not be required to pay 77 per cent of our Ad Valorem taxes.
5. The stabilization of farm market prices.
6. The lowering of automobile tax to \$5.00 or less.
7. While Tom Hunter personally leads an abstemious life, he is for the submission of the liquor question to the people, believing that it would be just as wrong to refuse to allow them to vote on this question as it would have been wrong to refuse to allow them to vote on it thirteen years ago when the state voted dry.

(Political Advertisement)



Howard Petroleum Company, 618 Republic Bank Bldg. Drilling and oil producing. Milo B. Siegel.

Gibson Novelty Company, 1915 Main St. Wholesale and retail novelties. H. R. Gibson.

Lumley-Paxton Company, Room 205, 901½ Elm St. Manufacturers' agents.

Frigidaire, Inc., 425 Lacy Street at Young Street. Wholesale refrigerators. Evan R. Moon.

Provident Insurance Company, 308 Mercantile Bldg. Health and accident insurance. W. Wallace.

Texas Life Insurance Company, 915-16 Praetorian Bldg. Life insurance. O. T. Compton.

Lester & Duffield, Inc., 1115 First National Bank Bldg. Oil producers.

F. D. Jones, 712 Tower Petroleum Bldg. Oil producer.

International Beverages, Inc., 1304 Marilla St. Wholesale beer (PON). C. H. Brown.

## Budget Subscribers

Southwest Dairy Products Company, 305 Santa Fe Bldg. Ice and dairy products. C. S. Dawley, R. O. Barnes and H. H. Johns.

## Rail Earnings Aid all Business

Railroads are among the most extensive and important patrons of what are called the durable goods industries. The expenditures for machinery and manufactured articles of a wide variety in building materials are always heavy when the net income of the railroads will permit, and the circumstances that their net income in the first quarter of this year was 225 per cent larger than in 1933 is decidedly auspicious for the capital industries.

It is these industries that are lagging in the process of national recovery. They need large amounts of capital and much of it on long-time, and capital for various reasons has been slow for some time to embark upon new enterprises. The railroads promise to be a highly useful stimulant to this class of industries, in which are to be found perhaps ninety per cent of the persons now unemployed, who, under normal conditions, are engaged in gainful pursuits.—From the Nashville (Tenn.) Banner.

Dallas ranks fourth among cities of the United States in gains in new car sales from January to May, inclusive. Dallas, with a seventy-four per cent gain over the 1933 totals for the same period, was fourth with Milwaukee, Detroit and St. Louis showing slightly higher percentages.



RE-ELECT  
**Judge  
T. A. Work**  
To  
SIXTY-EIGHTH  
DISTRICT COURT  
Dallas County

"The Grand Old Man Of the Bench"

Judge Tom A. Work is the Judge who upheld the Dallas Zoning Law. The Supreme Court recently affirmed Judge Work's decision.

We need such progressive officials. Vote to re-elect him Judge Sixty-Eighth District Court.

Political Advertisement

**DALLAS SILVERSMITHING CO.**  
SILVER—NICKEL—BRASS—COPPER  
CHROMIUM PLATING

**Chrom-Brite**  
MEANS GOOD CHROMIUM PLATING

**Udylite**  
RUST PROOF

RE-TINNING—UDYLITE CADMIUM PLATING  
1625 HALL AT ROSS PHONE 3-3266



Catalogue Covers  
Loose Leaf Binders  
Rebinding  
Let us help you make your sales covers more effective. Ask about our quick opening catalogue covers.

AMERICAN BEAUTY  
COVER CO.  
1900-8 Orange Dallas



Typewriters  
Adding Machines  
Repairs and  
Supplies

**S. L. EWING CO.**

"In Dallas Since 1902"  
1606 Commerce Street Dallas, Texas

**Blue Prints  
Rotaprints**

**Photostats  
Superstats**

Manufacturer of

**Blue Print Paper and Cloth**

**J. N. J. JOHNSON**

1912 N. St. Paul St. Dallas, Texas  
Phone 2-8067

Phone 2-3534 if you need a good  
STENOGRAPHER or BOOKKEEPER

**Metropolitan  
Business College**



## Preliminary Returns of Wholesale Census

Indications that wholesale trade was off more than fifty per cent in 1933 as compared with 1929, that the number of employees in this trade, and salaries and wages declined more than one third, but that the number of establishments increased in the western part of the country, are contained in the reports now being made available from the Wholesale Census of American Business.

A summary by DOMESTIC COMMERCE of the preliminary returns which have been published for fourteen states and the District of Columbia, shows wholesale trade for this group of states as a whole to have been approximately fifty-five per cent lower in 1933 than in 1929, with no individual state showing a decrease of as little as one fourth in sales. The number of establishments was greater in 1933 by nearly ten per cent, accounted for in large part, the Census Bureau states, by the difference in the canvass, coverage and classification in the two censuses. The greatest percentage declines in number of establishments are reported for South Carolina, Vermont, New Hampshire and Delaware, while Arizona, Nevada, New Mexico and Wyoming were outstanding in regard to the expansion in number of wholesale outlets.

Though monthly sales figures are not available, a substantial improvement in wholesale trade volume is indicated in the marked increase which the reports show in wholesale employment as the year progressed. This increase is shown to have been much more than seasonal in the latter half of 1933.

A summary of the monthly trend in wholesale and retail employment, based on preliminary returns from this American Business Census, is now being prepared by DOMESTIC COMMERCE and will probably be included in an early issue.

### Farm Purchasing Power Increase One-Fourth

Purchasing power of farm income in the first nine months in which benefit payments were distributed by the Agricultural Adjustment Administration has been twenty-five per cent higher than in the corresponding period of 1932-33, according to an analysis issued by the AAA. The analysis shows the farm income increase above the cost of commodities farmers buy; the portion of this increase that is attributable to benefit payments; and the extent to which these payments increased the exchange value of seven basic agricultural commodities.

During the nine months beginning with August, 1933, farm income totaled \$4,199,000,000, as compared with \$3,033,000,000 in the corresponding period of 1932-33. Prices paid by farmers averaged only eleven per cent higher than in the earlier period.

# PRINTERS to

## A GOODLY PORTION OF DALLAS BUSINESS

A LIST of our clients in Dallas would embrace a wide variety of businesses. This variety naturally requires different typographical treatment. But there are some things to be done in the execution of their printing which varies not at all: Quality must be unchanging; speed of execution must be high; the little points of service which attend all jobs must be kept to a high level—constantly.

Quality printing costs no more *now* than does ordinary, cheaply produced printing. Quality has taken a new stand in business, and it's a literal waste of money to buy poor printing when the same number of dollars will *now* buy effective craftsmanship and first-class service.

As our list of well-served clients grows, we will appreciate an opportunity of counting your name among them. May we?

(Member Dallas Chamber of Commerce)

THE  
GINNER & MILLER PUBLISHING CO.

TELEPHONE 7-1259  
DALLAS

## W. T. SAVAGE

for  
Re-election Floritorial Representative  
Qualified . . . Experienced . . .  
Conservative

## LABELS

◆ Bottle, box, carton, can, shipping, package, stickers, etc.—gummed or ungummed—printed in one or more colors from type or plates. Die cut in special shapes ◆ WEATHERFORD PRINTING COMPANY, Wholesale Merchants Bldg., Telephone 2-7639, Dallas, Texas ◆

## Diesel Engine for Oil Fields Made Here

The Guiberson Corporation, Dallas, Texas, originators and manufacturers of the tubing catcher, flexible-cup swab, tool joint, and other oil field specialties now in world-wide use, has perfected and is introducing a line of Diesel engines for trucks and busses and for oil well pumping and other industrial power requirements.

The new line of industrial Diesel engines has been an outgrowth of the company's success with its Diesel aircraft engine. The special patented feature of the Guiberson engines is the synchronization of fuel supply, timing, and air supply so that all are controlled by one throttle and proper proportions and relations of each of these elements is automatically assured at all speeds.

This feature promotes the smooth, clean, efficient and economical operation which is characteristic of these engines.

The engines have been perfected in every detail, during several years of experimental work, the manufacturers state. A 7½-ton truck powered with a Guiberson truck engine has been driven all over the United States and has performed satisfactorily under the most gruelling road tests.

On road tests the maintenance cost has been very low. Engineers attribute this fact to simplicity of construction, fewer parts, best materials, and experienced workmanship used in the building.

The speed range is wide and is due to an extreme flexibility which permits exceptional pick-up. At any speed there is a lack of detonation due to a new Guiberson system of muffling.

A feature of design is lightness. Experienced first in airplane Diesel engines, Guiberson has incorporated this feature into their truck, industrial and marine models. Through simplicity of design and the use of light materials, industrial engines, the heaviest type of Diesel, weigh less than thirty-eight pounds to the horsepower unit.

Other new features are: a low maximum cylinder pressure, smokeless, clean exhaust at any speed or load, an easy starting ignition system which functions by heat generated by compression, and a full automatic lubricating system.

An idea of the remarkably low operating cost may be gained from the fact that the Guiberson Company sent a 7½-ton truck loaded with equipment to be shown at the International Petroleum Exposition in Tulsa, Okla., recently from their factory in Dallas, Texas, a distance of over 300 miles, for a fuel operating cost of \$1.75.

The growth of Dallas in pictures, from 1872 to 1934, is depicted on the front cover of a new fountain menu now being used in all Marvin's drug stores. On the back cover of the menu is a brief history of the growth of Dallas and statistics showing its importance as a commercial, industrial and financial center.

"TRUCK  BUILT"

**157 Inch Wheel Base**  
**1½ to 2 ton range**  
**\$595<sup>00</sup> FOB FACTORY**

70 Horsepower Motor—Full Floating Axle  
Full Pressure Lubrication

*"Builders of High Grade Trucks Since 1902"*

**GENERAL MOTORS TRUCK CO.**

4121 COMMERCE STREET

DALLAS

PHONE 3-4111

OF INTEREST TO EMPLOYERS

## Hospital Insurance ▼ Good Anywhere for Groups or Individuals

Great National Hospitalization Insurance protects you at home or away from home because it is good in any ethical hospital in the United States. Employers find the group plan invaluable protection for company personnel. Individuals approve the liberal provisions of the policy which assures hospital care in case of illness or accident.

Now you can secure Hospitalization Insurance from a Texas Legal Reserve Company with millions of insurance in force. Think what that guarantee means! Great National brings to Hospitalization insurance the same stability that Life Insurance enjoys. Write or telephone for full details.

## MOTTER INSURANCE AGENCY

519 Republic Bank Bldg.

Telephone 2-2146

REPRESENTING

**GREAT NATIONAL LIFE INSURANCE CO.**

Old Line - Legal Reserve - In Texas - At Dallas

## MORE than the LAW REQUIRES

The new cemetery law requires all cemeteries advertising as "Perpetual Care" Cemeteries to pay into their Permanent Care Fund 20c per square foot of space sold until the fund amounts to One Hundred Thousand Dollars, and 10c per square foot thereafter.

At Restland the amount paid into the Fund (25% of the sale price of every lot) is *MUCH MORE THAN* THE LAW REQUIRES. Restland pledges itself to a continuance of this policy until the total of its Permanent Care Fund has reached the sum of

**\$250,000.00**

## STATEMENT OF CONDITION of the PERMANENT CARE FUND

### RESTLAND MEMORIAL PARK

DALLAS, TEXAS

as of June 30, 1934

TOTAL INVESTMENTS - - - - -	\$105,558.40
Consisting of United States and Municipal Bonds, First Mortgage Real Estate Loans and other securities as provided by law.	
TOTAL CASH ON HAND - - - - -	6,800.57
TOTAL CASH AND INVESTED FUNDS - - - - -	\$112,358.97
IN PROCESS OF COLLECTION ON INSTALLMENT SALES - - - - -	51,903.71
TOTAL COLLECTED AND UNCOLLECTED - - - - -	\$164,262.68

AMERICAN TRUST CO., *Trustee*

### RESTLAND MEMORIAL PARK

*"The Cemetery Beautiful"*

Business Office  
912 Commerce Street

Telephone 7-5194  
Night and Sunday 9-6989



# McClaren Tires

## The Allroad FOR ALL ROADS

### AMERICA'S FINEST FIRST LINE (Group A) TIRE

Guaranteed for twelve months against all road hazards (six months when used in commercial service). Beyond this period, any blow-out, bruises, or defects that might occur, will be adjusted on pro rata basis, considering twelve months on 4-ply and eighteen months on 6-ply as total expected service.

# WARE RUBBER COMPANY

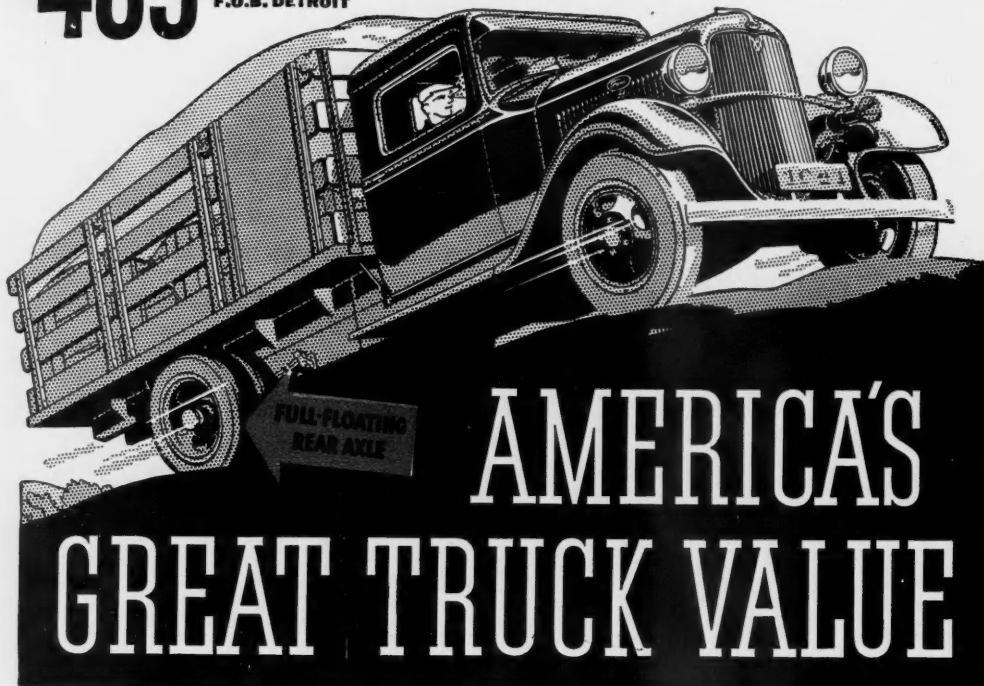
Dallas Tire Distributors Since 1910

2101-3 Commerce Street  
Telephone 2-5705

A Dallas Owned and Operated Firm

**\$485 UP**  
F.O.B. DETROIT

*Low first cost is only the beginning of Ford V-8 economy. In gas, oil, repairs and upkeep, this 80-horsepower, 8-cylinder truck actually operates at a lower ton-mile cost than a "4".*



# AMERICA'S GREAT TRUCK VALUE

Only the Ford V-8 offers all these important features

## NEW V-8 ENGINE

... Simple, trouble-free. An 80-horsepower, 8 cylinder, V-type engine ... with power, speed, ruggedness for heaviest jobs — plus 4-cylinder operating economy.

## DUAL DOWN-DRAFT CARBURETION

... Increases the gasoline economy of this 80-horsepower, 8-cylinder engine. Gives smoother engine operation at all speeds, less dilution of crankcase oil.

## ENGINE EXCHANGE

... After normal life of engine, this enables you to turn it in at your dealer's, and for \$49.50 (F. O. B. Parts Branch) have a block tested, re-conditioned engine installed, in a few hours.

## SPECIAL FINISH

... The Ford V-8 is the only truck with this new baked-enamel finish. Wide variety of colors, for wheels, cabs, bodies. Makes possible longer-wearing beauty.

## FULL-FLOATING REAR AXLE

... Insures long, trouble-free service. Housing, not axle, carries load. "Spills" impossible. Shaft removable without jacking up truck. Easier, cheaper maintenance.

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